

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

December 21/28, 1985

a Benn publication

NAPD reveals  
only 36 PIs  
comply with  
regulations

Judicial review:  
no decision yet

PMI to launch  
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Why business  
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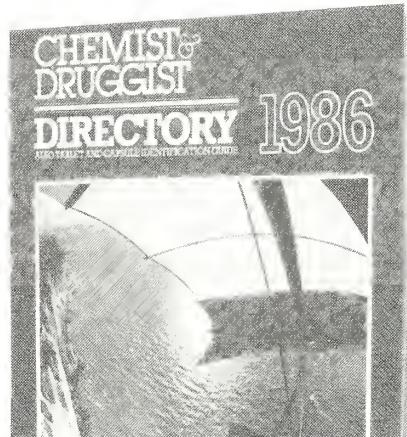
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# IN THIS ISSUE

<b>NAPD reveals only 36 PIs comply with regulations</b>	<b>1130</b>
<b>Judicial review of contract limit law</b>	<b>1130</b>
No decision yet...	
<b>Slimming — special feature</b>	<b>1140</b>
<b>Why business is better with the NPA</b>	<b>1148</b>
C&D interviews business services manager John Goulding	
<b>Shops Bill stirs up backbench unrest</b>	<b>1151</b>
...Leaves Lords unchanged	
<b>PMI to launch Pharmacover</b>	<b>1151</b>
<b>Tributes to Charles G. Drummond...</b>	<b>1156</b>
...from John Grosset and Arthur Wright	
<b>Topical reflections by Xrayser</b>	<b>1133</b>
<b>Letters</b>	<b>1147</b>
<b>Advances in therapy: pt 2</b>	<b>1134</b>
<b>Business news</b>	<b>1151</b>
<b>Prescription specialities</b>	<b>1136</b>
<b>Coming events</b>	<b>1152</b>
<b>Counterpoints</b>	<b>1136</b>
<b>People</b>	<b>1156</b>

## COMMENT

Perhaps the C&D cartoon on p1131 says it all for once. 1985 was to have been the year of the new contract, but instead will be remembered, in pharmacy circles, for the limited list. The new contract, as negotiated by the Government and the Pharmaceutical Services Negotiating Committee for England and Wales, is eagerly awaited by the profession — or at least the elements of it represented by the 192 "pro voters" at the June LPC Conference (29 against) and the 739:83 vote "for" in the C&D/Ashwin Tanna survey.



Hayhoe. One thing is certain — that neither that Committee nor a majority of NHS pharmacy contractors will forgive this Government if it reneges again on its contractual obligation. Such displeasure could well spill over into the ballot box and spoil the possible vote from one section of the open-all-hours shopkeeping electorate, despite the expected acclamation of the grocery and drug store faction. Past Minister for Health, Kenneth Clarke will be remembered as an erstwhile friend of the community pharmacist who was spared from embroiling the Government and its Department of Health in yet another lawsuit. Instead his

legacy is the now sanitised selected list which established his party in the vanguard of the anti-drugs company lobby — at least in the eyes of the Association of the British Pharmaceutical Industry. The list also somewhat blemished the Government's reputation with the average GP, and stamp-paying consumer of NHS medicines.

The New Year beckons. The Nuffield Inquiry into pharmacy waits off-stage, left waiting to be launched to an ever-optimistic profession at around the same time as the Green Paper into primary health care. All UK pharmacists must be hoping that the Fates deal more kindly with them and their support industry in 1986 than the Government managed to do in 1985. The public now expects good advice from pharmacists. Let the Government ensure that sufficient pharmacists of the right calibre remain viably employed in industry, hospital and the community to give the public the service it deserves and pays its taxes for.



# NAPD reveals only 36 PIs 'comply'

A study being carried out on behalf of the National Association of Pharmaceutical Distributors has revealed that only 36 parallel imported products out of some 200 so far examined comply strictly in all respects of regulations.

The products were obtained from a number of sources, and "failed" on points ranging from product licences to labelling and packaging. What came over particularly strongly was that blister packs cannot be relabelled to conceal their foreign origin. While NAPD director Ossie Logan says the legal side of parallel importing is something "we have to live with", he wants to clear up the areas of uncertainty that PI thrives on.

"The Department of Health needs to publish a list, not only of licences which have been granted, but also those refused. (C&D, November 30). The list must name the product and country of origin." No one should deal with PIs unless they are licensed, he says, welcoming the

Pharmaceutical Society decision that dispensing unlicensed medicines could lead to a disciplinary hearing.

There have been a number of calls for the DHSS to publish a list of licenced PIs, and the matter is under consideration.

Commenting on the current level of parallel importing, Vestric managing director Peter Worling said that if it remained below 10 per cent major wholesalers would probably forget all about it, but there was a fear that there would be a slow escalation.

The NAPD is to meet the Minister of Health in January to discuss the question of differential discounts for *bona fide* full range pharmaceutical wholesalers, a full line distributor's licence and a code of practice for wholesalers.

The meeting follows proposals put to the Department in the Summer, but kept in the background while the Pharmaceutical Price Regulation Scheme was being reviewed. This is now understood to be nearing completion, with the result due to be announced early in the New Year.

the limitations of the Society's powers under its Charter. "The Society, Pharmaceutical Services Negotiating Committee, and NPA each have their own roles and although there is some overlap, this is not necessarily a bad thing," he said. "We are very anxious to work as closely as possible with other organisations, as I hope was evidenced by support of the PSNC in the new contract negotiations," said Mr Astill.

C&D last week said the IoM branch had agreed to the motion. This is not so — it has still to be approved at a general meeting.

## 'Let's work closer' says Astill

Pharmaceutical Organisations must aim for a closer and more visible working relationship, says National Pharmaceutical Association director, Tim Astill.

Mr Charles Flynn, treasurer of the Isle of Man Branch of the Pharmaceutical Society last week revealed the branch was considering a motion to be put to the 1986 Branch Representatives Meeting to set up an organisation modelled on the British Medical Association in conjunction with relevant bodies (C&D, December 14). It would represent pharmacists in contractual, commercial and professional matters and particularly on issues which the Society cannot enter into because of the limitations of its Charter.

"Rather than setting up another organisation, there is considerable scope for existing bodies to work even more closely together and to be seen to be doing so," said Mr Astill.

He points out that the NPA (as the Retail Pharmacists Union) came into being to fill the gap created by the Jenkins judgment in 1920, which had highlighted

## Lords explain patent ruling

The House of Lords last week gave its reasons for a ruling which might cut the effective monopoly on thousands of drug patents by up to a year.

On July 31 the Lords, in an appeal involving Gist-Brocades and others, granted a declaration that the Comptroller-General of Patents can settle the terms of licences of right on "new existing" patents before the monopoly expires at the end of their sixteenth year.

The licences, which can include terms barring or restricting imports from countries outside the EEC, will then be able to take effect from the start of the seventeenth year of the life of the patent.

Lord Diplock said the Comptroller had a wide discretion as to the terms to be incorporated in a licence of right that is settled by him. For instance, he saw no grounds why he should not attach to a licence of right to manufacture, as well as to a licence to import, a condition providing for quality control.

It was not for the House to tell the Comptroller how to exercise his discretion in various kinds of cases.

Lord Fraser of Tullybelton said he agreed with Lord Diplock in the reasons for the declarations and orders granted on July 31 but reserved his opinion on one matter — "whether the Comptroller, when he settles the terms of a licence as of right, as he is authorised to do under the Patents Act, 1977, has power to incorporate whatever limitations he thinks proper.

"For disposal of these appeals," said Lord Fraser, "it is enough to decide whether the Comptroller has power to include a term prohibiting or limiting imports into the UK of a patented product or a product obtained by a patented process. I agree that the question should be answered in the affirmative."

Lord Brightman said he also reserved his opinion on the wider aspects of the Comptroller's authority to incorporate limitations when settling the terms of a licence of right under the 1977 Act.

The case before the Lords involved a bid by the Dutch drug company, Gist-Brocades NV, and its UK subsidiary, to compete in the UK market with the Beecham Group in sales of amoxycillin. The Lords set aside the Appeal Court's ruling that licences should take effect from the date of application rather than after terms have been settled. Four questions in a related case involving Allen & Hanburys and Generics UK were referred to the European Court of Justice for rulings.

## Fees up again

Regulations coming into effect on January 1, 1986 increase the fees for registration of pharmacy premises.

The fee for premises registration increases from £75 to £80 and, in Northern Ireland, from £38.50 to £41. The retention fee goes up from £45 to £50 (from £33 to £36.50 in NI). The penalty for failure to pay the fees increases from £50 to £55 (from £36 to £39.50 in NI). *The Medicines (Pharmacies) Applications for Registration and Fees Amendment Regulations 1985 (SI 1985 No 1878).*

## Judicial review: no decision yet

The Pharmaceutical Services Negotiating Committee had still to lodge papers applying for a judicial review of the legislation under which it was proposed to introduce the new contract as C&D went to press.

The case has to be set in motion by the end of the month, three months after the action starting the dispute. PSNC chairman David Sharpe would make no comment other than to say PSNC would be taking any action that was deemed necessary.

PSNC is referring the question of whether new members should be appointed to the Pharmacy Review Panel to the Minister of Health. Four out of five of the panel's members have seen out their term of office. PSNC has proposed the existing members should stay on while the major issues of the profit formula and notional salary are still to be settled.

PSNC feels the Department is trying to hold up decisions on the issues until after the deadline for the next remuneration agreement.

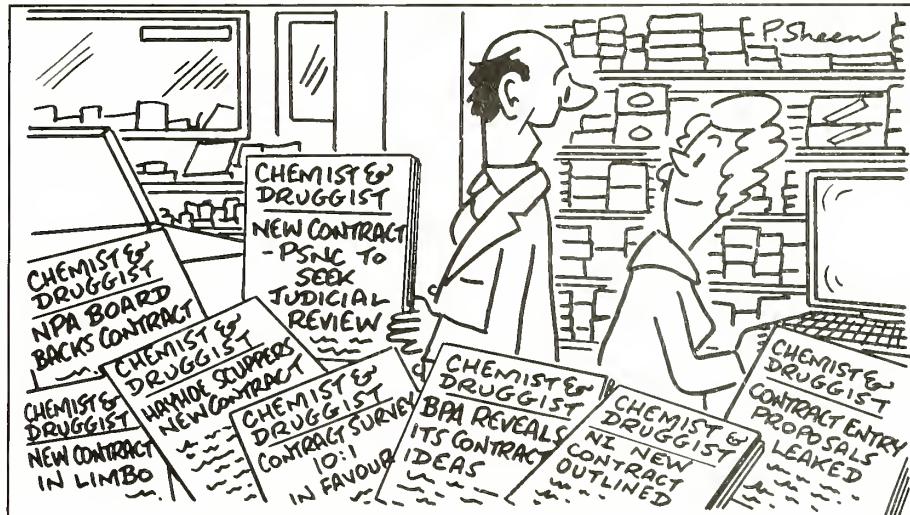
## The latest on 700 PL(PI)s...

Laurie Pavitt, Labour MP for Brent South, has been asking the Health Minister Barney Hayhoe what steps the Medicines Inspectorate is taking to prevent parallel importing.

"It is not appropriate for the Medicines Inspectorate to act to prevent parallel importing of drugs. To date over 2,100 applications for parallel import product licences have been received and about 75 per cent of these have been processed, resulting in the granting of 700 product licences for parallel imports," Mr Hayhoe told him.

A close watch is kept for alleged unlicensed medicines and the Medicines Inspectorate play their part. All reports of alleged breaches are followed up. Enforcement proceedings are considered if there is *prima facie* evidence that the terms of the Medicines Act or of EC legislation have been breached."

Anyone with knowledge of unlicensed medicinal products on offer to pharmacists should bring this to the attention of the enforcement branch in the Medicines Division of the DHSS, the Minister said.



## More flexible CD storage

**The police are to be encouraged to exempt pharmacies from the more present statutory arrangements for the storage of Controlled Drugs, where adequate non-standard precautions have been taken.**

The move was announced by Home Secretary, Douglas Hurd following a Government White Paper response to the Social Services Select Committee report on the misuse of drugs.

Revised guidelines are to be issued to NHS hospitals, and the Home Office Drugs Inspectorate will review security arrangements at premises licensed to possess, supply or manufacture CDs.

The report had recommended that, for retail pharmacies, the existing detailed statutory security requirements should be replaced by flexible guidelines adaptable to individual premises, but subject to police agreement and, if necessary, to Home Office arbitration and enforcement, said Mr Hurd. However, the threat to licit stocks now appears less severe, and the Government has concluded that it would not be justified in giving priority to full implementation of these recommendations, he said.

The DHSS is to discuss with pharmacy representatives the possibility of a multiple prescription form for CDs.

Present arrangements permit a GP to arrange with a local pharmacist for daily dispensing, although there is no special form for the purpose. The White Paper states: "In these cases the pharmacist concerned is paid one set of fees for every three days' dispensing. Officials will discuss with the representative bodies of both professions the introduction of a special form for use by GPs."

An additional £5m for the expansion of drug misuse services has been announced

by Norman Fowler, Social Services Secretary, as part of the Government's response to the report. It will be made available to health authorities from 1986-87 for the expansion of services for drug misusers. Part of the allocation will go to voluntary organisations and to social service departments under joint finance arrangements.

□ National Pharmaceutical Association director, Tim Astill welcomes the recommendations of the Government's White Paper. He said that the NPA, the Pharmaceutical Services Negotiating Committee and the Society, had been pressing for extending the use of multiple prescriptions for some time. Home Secretary, Douglas Hurd's recommendation that the police adopt a more relaxed attitude to enforcing statutory requirements for storage of CDs, was welcomed if the outcome was "reasonable" and "flexible" he said. It must allow for the different levels of risk in different areas, for example, urban and inner city areas.

A further recommendation made by the working party was that manufacturers reduce the pack sizes of CDs to the minimum allowing the pharmacist to satisfy legitimate demand. Some manufacturers now do this, said Mr Astill, but many do not and he would like to see it more widely followed.

## Three, two, one...

**Mike Reynolds, of the two in one pharmacy at Highcliffe, Dorset, is going one up.**

Mr Reynolds is proposing to open The Last Straw Pharmacy at 282C Lymington Road as an extension of Hardy Reynolds Ltd, which was itself originally part of M.A. Reynolds Pharmaceutical Chemist.

In the application for registration the "new pharmacy" is described as separated by a door, yet to be fitted...

## Biblical ills and remedies

Only the Geneva Bible and its immediate successor the Authorised, or King James version make much use of the word "apothecary" — other versions generally use "perfumer" as a more generic term for duties and responsibilities.

Dr John Gwilt, Sterling Drug vice-president in a special Winthrop Lecture — "Biblical Ills and Remedies" given recently at the Apothecaries Hall said: "Some of the biblical ills could be identified from the literature, some could be guessed at, some we could not understand, some still appear to have been miracles."

A biblical parallel to the modern disease Aids was a particularly virulent sexually-transmitted disease which hit the Israelites after they had been "partying" with Moab religious prostitutes. Moses contained it by destroying all potential human carriers (Numbers 31: 17) — "a

course of treatment unacceptable today."

And of hypothermia, Dr Gwilt said the only biblical reference concerned King David who was cured by having a young Shunnamite girl tucked into bed with him (1 Kings 1:2). The remedy for hypothermia was much pleasanter than that for jaundice. The Talmud recommended "alum with garden crocus and beetroot macerated in donkey urine: the treatment was claimed to be effective but to leave the patient impotent."

When referring to hormone matters Dr Gwilt suggested that Esau probably suffered from congenital adrenal hyperplasia, indicated by his appearance at birth (red, hairy all over), his exhaustion due to vigorous exercise with a feeling of imminent death, and his rapid recovery after a high protein meal (lentil soup and bread). Dr Gwilt continued: "Goliath was over nine feet tall (1 Samuel 17:4) and probably suffering from acromegaly, caused by a tumour of the pituitary. Such a tumour also compressed the optic nerves, resulting in the loss of temporal vision, so David was able to sneak up on Goliath's blind side!"

## 'English' labels are better!

Traditional pharmacists instructions are to blame for people not taking medicines properly, according to a pilot study by a London pharmacist.

Nick Barber tested three label types — eye drops, steroid skin preparations and antibiotics — on anyone over fifty at Northend Road Market in London. Mr Barber found that only 20 per cent would have followed the traditional instructions on the antibiotics correctly. But 80 per cent knew exactly what to do when the Plain English version: "Take two four times a day and keep on taking them until there are none left" was put to them.

Mr Barber was asked to do the study by the Plain English campaign who want clearer labelling on medicines. Now the study is to be widened, thanks to a £3,000 grant from the North-West Thames Regional Authority and Ciba Geigy have lent him a computer so the results can be quickly analysed.

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## Wyeth: no plans for Pill ads

**Wyeth Laboratories say there is no question of the company planning a national advertising campaign for its oral contraceptives, as suggested in the *Mail on Sunday* last week.**

The company has been conducting basic market research among both consumers and the medical professions, a spokesman told C&D, with the intention of increasing awareness of oral contraception. But this is more likely to take the form of editorials in women's magazines, and improving information services.

"We are very conscious of the Advertising Standards Association and ABPI codes," the spokesman said, "and no decisions at all have been taken yet."

## 'Clear' mistake

**A national Press advertisement for "All Clear" shampoo headlined "Your dandruff cleared by July 31," was misleading, according to the Advertising Standards Association.**

The ASA agreed with a complainant that this, and the catchline "Use All Clear regularly and by the end of the month you'll have beaten your dandruff," could be misconstrued. The advertisement suggested that the month's use would eradicate the condition permanently when in fact continual regular use is needed to control it, said the ASA. Elida Gibbs said they thought they had made this clear but promised to take care to emphasise this point in future promotions.

## Tabloid tick-off

**The Daily Mail had eight complaints against it upheld by the Press Council last year, according to the Council's annual report.**

The newspaper, which had a case involving withdrawn drugs partly upheld against it recently (See C&D November 23, p942), was censured eight times in 1984.

The *Mail on Sunday* was censured five times, as was the *Daily Express*, and six complaints were upheld against *The Sun*.

In September, chemists and appliance suppliers in Northern Ireland dispensed 1,041,228 (664,285 forms) at a total cost of £5,315,578.47 and an average cost of £5.11.

## A stab in the back for Dorset

Fascinating things appear to be going on in darkest Dorset. In the quaint old market town of Blandford, a leapfrogger acquired premises in between the two existing pharmacies of the town, seriously threatened both of them. The application for a contract was turned down by the Dorset dispensing subcommittee, whereupon the matter was referred to the Rural Dispensing Committee which granted it. Then the established pharmacies appealed to the Minister of State. He, we are told, upheld the RDC decision. Despite the fact that it is agreed Government policy to restrict leapfroggers:

It has been leaked, and it is not denied, that in the original RDC decision the pharmacist members voted in favour of the incoming leapfrogger — not surprisingly they will not discuss this. But the regulations say a contract will be granted so long as it does not damage the provision of NHS services in the area. It is to be regretted such wording can mean that so long as an "adequate service" is provided — never mind by whom — then what happens to those who at present provide it is of no concern to anybody. If the doctors on the RDC had voted against the contract it would be an interesting conjecture to try to justify the pharmacists' vote.

Despite the legalistic "woodenness" needed to support a leapfrogger, a vote against could easily have been sustained "against" an appeal — Government policy could be seen to be one of maintaining existing suppliers where these are shown to be adequate already.

I cannot help a certain wry smile at the expected outcome of the affair. The two established contractors have come to an amicable agreement to take over the lease from Coopers (who were to open the new pharmacy).

I wonder how much it cost...

## Waste not — want not

After having written in some anger about the apparent lack of concern on Pharmaceutical Services Negotiating Committee's part about the losses we all incurred over blacklisted drugs, I was humbled a little by a letter from David Green, MPS, who was wearing the hat of the Brightlingsea Round Table No 1061.

He said he had written to all the

pharmaceutical bodies and journals, asking pharmacist contractors to donate any of their blacklisted vitamin products to him, so that, via "Tablers" they could be collected and given, free, to help the people of Zambia (of which he has personal experience). He has been disappointed by the lack-lustre response from most of the official bodies, who apparently felt it enough to quote current recommendations regarding the disposal of surplus drugs at him. Which, as he said, completely misses the point.

These drugs are not surplus or gash. They are perfectly good products, but products which this Government does not want to pay for. They may well be right in suggesting there is not the gross malnutrition in the UK to justify such formulations. But irrespective of this there is a demonstrable need for vitamins....any vitamins, in any form, where there is hunger and malnutrition. With Xmas coming up, perhaps you would care to get one of the girls to go through the shelf of blacklisted vitamin products, put them in a box and forward them now to Mr Green, who gives his address as: "Greystones," 20 Hurst Green, Brightlingsea, Essex CO7 0HG. It will only cost you 2nd class postage. If 10,000 contractors are all touched by this plea, then what a lovely surprise Mr Green is going to get in 1986!

## Sweet smell of success

"World sales of fragrances poor." So reads the headline. All I can say is my sales are not bad at all. I think it was the swagmen who helped me achieve unexpectedly good turnover by increasing my range.

I have had an entirely new sector develop with the classics, at up to £25 a time — a big surprise, to one conditioned to think of £1.50, £2.45, and £3.99 as the regular prices. They are, of course, but I have found a market untapped in my secondary suburban site. What's more the buyers are women. Availability is the problem but now I have three suppliers, what one doesn't have, the others might...

## Happy Christmas!

It's getting late now, 11.50pm and I must finish this as I have a heavy day ahead tomorrow...Haven't we all? Let me wish you all a happy Christmas — many of them — and the fulfilment of our hopes for a more secure future in the coming year.

## Research concentrates on cancer and AIDS

C.R. Day, FPS, concludes his review of the therapeutic advances made during the year with a look at the anticancer and anti-infective fields.

### Anticancer drugs

**C**urrent developments in basic science are improving the chances of finding better anticancer drugs. Efforts are being made to use the differences between cancer cells and normal cells with the object of producing compounds with more selective anticancer activity. Most existing drugs are designed to kill cancer cancer cells but they also affect normal cells. Now the approach is to convert the malignant cells to normal cells.

It is thought that cancer cells are normal cells which for reasons unknown remain in an immature state and continue to proliferate rather than differentiating into mature cells. The aim is to develop drugs which will push the cancer cells over from their immature state into non-malignant cells. Several compounds with this property are able to initiate a differentiation in cultured leukaemia cells, these include certain new anthracyclines (marcellomycin and aclacynomycin A), the nucleosides triazofurin and selenazofurin and the

antimetabolite 6-thioguanine. Triazofurin and selenazofurin have shown activity against tumours in animals and are now undergoing preliminary clinical trials. They appear to leave normal cells relatively unharmed.

The use of monoclonal antibodies to target drugs to tumours is another line of research, using a conjugate of the antibody with methotrexate. Meanwhile the synthesis of new compounds goes on. A new agent CCRG 81045 is being studied as a successor to dacarbazine (DTIC) which has proved disappointing when used clinically. It is believed that DTIC needs to be activated metabolically in the body but such activation is patient variable. On the other hand CCRG 81045 is activated chemically and not subject to the same process.

Epirubicin is a new anthracycline cytotoxic agent having equal efficacy with its parent compound doxorubicin (Adriamycin) but with lower toxicity. Epirubicin, under the name Pharmorubicin, was launched in the UK earlier this year. Epirubicin and doxorubicin used either as single agents, or in combination with 5-fluorouracil and cyclophosphamide, are found to have equal efficacy in the management of breast cancer, but in this

condition epirubicin is much less toxic. Several other anthracyclines are under investigation, including idarubicin which can be given orally as well as parenterally, and esorubicin which, like epirubicin, requires intravenous administration.

Carboplatin (Paraplatin) is an analogue of cisplatin for which a product licence application has been made. The original platinum derivative, cisplatin, is a major drug for the treatment of carcinoma of the ovaries and testicles, but its use is limited by severe toxic effects. Carboplatin has lesser nephrotoxicity, ototoxicity and peripheral neuropathic problems than cisplatin but has the same tendency to cause nausea and vomiting which are, however, more amenable to treatment. Another analogue is iproplatin, which may have some activity against tumour types insensitive to cisplatin and carboplatin.

Breast cancer remains one of the commonest malignant states, so that any new agent that offers some benefit to sufferers is worthy of the closest study. One novel agent is 4-hydroxyandrostenedione (4-OHA), a drug designed to reduce serum oestrogen levels. It inhibits the formation of oestrogens from androgens in peripheral sites, which are the main source of oestrogens in post-

### Drugs acting on the respiratory system

Studies on the use of interferon for the prevention and treatment of the common cold are continuing, but the high level of side effects prevents any possibility of its use as a long term prophylactic. The self administration of three to four mega units of human  $\alpha_2$ -interferon intranasally three times a day will protect against rhinovirus infections (rhinoviruses cause some 50 per cent of colds), but this treatment may

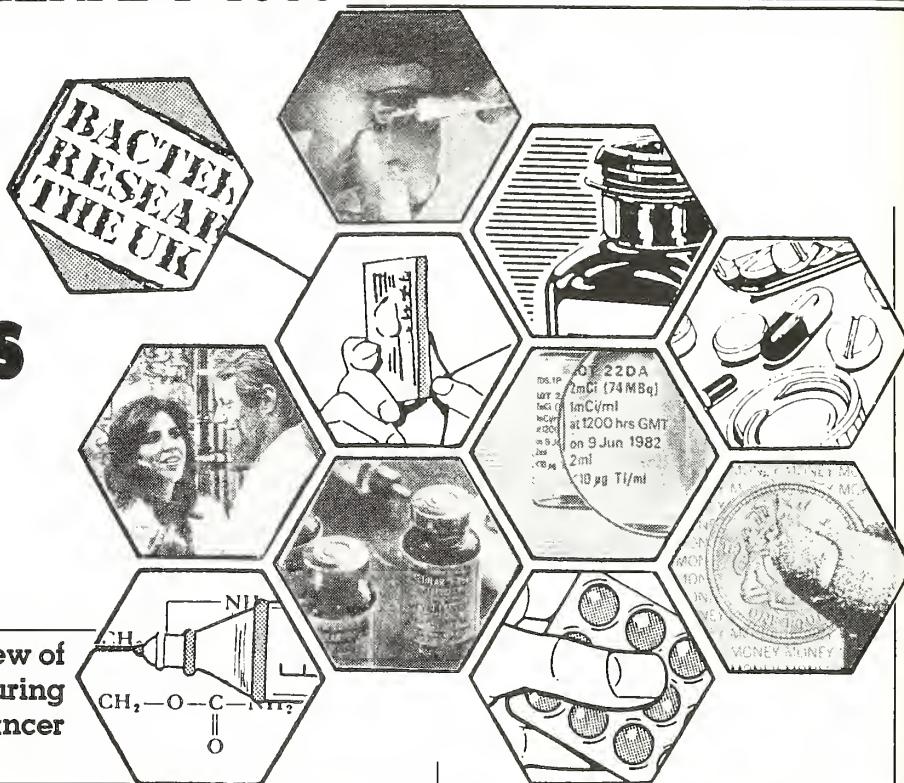
produce inflammation of the nasal mucosa.

Many different variants of interferon remain to be tested. Some may possibly have a better therapeutic ratio, allowing their use for long term prevention of colds in patients with chronic bronchitis or asthma.

An antiviral agent, enviroxime (Lilly), administered locally has been found to affect the course of the common cold, but so far no information is available concerning its

further development.

For the treatment of bronchial asthma a new compound is being studied. This is nedocromil, a pyranoquinoline carboxylic acid unrelated to sodium cromoglycate, but having increased activity in stabilising mast cells. Nedocromil is administered by a pressurised aerosol. Application to market the drug in European countries is anticipated shortly.



# Antimicrobial agents

**G**reat efforts are being made to combat the virus causing acquired immune deficiency syndrome (AIDS). Research centres on the possibility of preparing a vaccine which would have the ability not only to prevent but cure the disease — at the moment this seems to be some years away. Meanwhile trials are being undertaken with existing antiviral agents, eg inosine pranobex (Immunovir, Edwin Burgess) and certain developing products, coupled with treatment of secondary infections.

A drug known as BW A509U has been shown to hinder multiplication of the AIDS virus, while animal studies indicate that the substance has a low toxicity permitting it to be studied clinically. The film star Rock Hudson travelled to Paris during the course of his illness to be treated with an experimental French drug HPA-23, which is at present undergoing trials involving the French armed forces.

Suramin, used in the therapy of sleeping sickness (trypanosomiasis), has some antiviral activity and has been used in America for the treatment of AIDS in five week courses which have led to reduced viral replication, but this was not maintained on cessation of treatment. The possibility of using longer courses with increased dosage in conjunction with a T-cell stimulator such as interleukin-2 is being investigated.



## 'Tartar' to tooth troubles

Procter and Gamble have added a tartar control formula to their Crest + range, which they claim is the only toothpaste which can control the formation of tartar and protect against tooth decay.

Tartar is the yellow, cement-like substance that forms on the gumline of teeth, which cannot be removed by brushing and has to be scraped away. The tartar control ingredient in Crest + is soluble pyrophosphate, a tartar inhibitor.

The Crest + range now consists of Crest + regular, gel, and the new tartar control formula, which is packaged in a silver-coloured box for maximum POS impact, the company says. It is available in 50ml £0.43 and 100ml £0.73 tube sizes. *Procter & Gamble Ltd, PO Box 1EE, Gosforth, Newcastle upon Tyne.*

## Into the red

Franklin Medical have introduced a new range of red pvc syringes for hospital and community use. These replace the discontinued black pvc syringes.

The rat tail ear syringe is available in three sizes: 45cc (£0.79), 75cc (£0.98) and 160cc (£1.80).

The bulb syringe with rectal pipe is also available in three sizes: 42cc (£0.81), 90cc (£1.40) and 145cc (£1.57). *Franklin Medical Ltd, Turnpike Road, Cresssex Industrial Estate, High Wycombe, Bucks HP12 3NB.*

## Liquid launch

Medisco are launching a "syringe" liquid medicine dispenser (£0.99).

The dispenser comes with a filling device, and both can be sterilised. The company says they will be useful in administering to the elderly and young.

Medisco are supporting the launch with POS pamphlets and advertisements in women's interest magazines. *Medisco Medical Systems, Ray Mead Road, Maidenhead, Berks SL6 8NJ.*

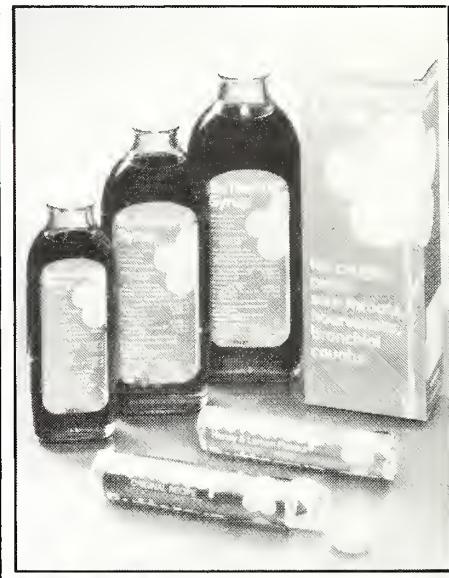
## A new baby for Ribena

Beechan are introducing Baby Ribena ready to serve (125ml, £0.30; 250ml, £0.32) suitable for babies from weaning age.

The fruit juice which contains purified water, vitamin C and an acidity regulator, is said to have half the sugar of natural fruit juice and a low acidity. It will be available from January in three flavours — blackcurrant, apple and blackcurrant and apple and cherry. Both sizes will be available at an introductory price of £0.28. It will be supported by an £80,000 women's Press campaign.

A £500,000 national television campaign for Ribena will break in the New Year, as part of a £4m spend on the brand in 1986.

The campaign will consist of two commercials, one highlighting Ribena's "no artificial colour, flavour or sweetener" claim the other announcing 25 per cent extra free offer on all bottle sizes. A 1.25 litre pvc bottle will be sold for the nine-week promotional period in place of the standard 1 litre glass bottle. *Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex.*



## Flowery gifts

LCR Products are giving away Buttercup sweets in January. Flashed packs of Buttercup Syrup purchased will contain two original flavour medical sweets.

The offer starts on January 1 and will coincide with national advertising on TV-AM for Buttercup Syrup. *LCR Products Ltd, North Circular Road, Chingford, London E4 8QA.*

## SCRIPT SPECIALITIES

The 30 tablet pack of Acupan has been replaced by a pack of 40 tablets (£5.60 trade). *Riker Laboratories, 1 Morley Street, Loughborough, Leics LE11 1EP.*

Melleril tablets are now film coated, replacing the sugar coated tablets previously supplied. Pack sizes and prices remain unchanged. *Sandoz Products Ltd, Sandoz House, Feltham, Middlesex.*

Megace 40mg tablets have undergone a change in presentation. They are now white bevelled edge tablets with a score line, with 40 on one side and blank on the other. *Bristol-Myers Pharmaceuticals, Swakeleys House, Milton Road, Ickenham, Uxbridge UB10 8NS.*

Bristol-Myers are extending the availability of the 300 tablet packs of Sotacor 160mg (£41.12 basic NHS) and Sotazide 160mg (£74.20) to retail pharmacies. The packs were previously hospital only. *Bristol-Myers Pharmaceuticals, Swakeleys House, Milton Road, Ickenham, Uxbridge.*

Macarthys Surgical are introducing a pack of three uni-slip stretch briefs for holding incontinence pads in position (3, £2). *Macarthys Surgical Ltd, Selinas Lane, Dagenham, Essex.*

Berk have added lorazepam tablets to their range of generics: 1mg (500, £9.35 basic NHS price), 2.5mg (500, £14.65). *Berk Pharmaceuticals Ltd, St Leonards Road, Eastbourne, Sussex BN21 3YG.*

Riker Laboratories say that Intralgin gel should not be stored below 25°C as was suggested in their earlier announcement regarding a pack change. *Riker Laboratories, 1 Morley Street, Loughborough, Leics LE11 1EP.*

Armour Pharmaceuticals are introducing a multidose Calsynar pack comprising four 200 iu vials (£116.80 trade), to be promoted to GPs from mid-January for use in relieving the bone pain of metastatic cancer. *Armour Pharmaceutical Co Ltd, St Leonards Road, Eastbourne, Sussex.*

Minocin 50mg tablet blister packs are being revised to show days of the week to comply with Drug Tariff regulations. While current stocks last, the Government has agreed to treat them as calendar packs for the purposes of reimbursement, say *Lederle Laboratories, division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants.*



*Alberto Balsam*

## Alberto relaunch — naturally...

Alberto-Culver are relaunching their balsam range of shampoos and conditioners with new formulations and packaging. The look will be supported by a £1m women's Press campaign.

The range will be given a more natural positioning in the market as reflected in the re-designed packaging which, while retaining the flask-shape bottle with snap-

on lid, features new labelling. "The range will emphasise its natural properties which are important to consumers but not exploited by the other established ranges on the market," says senior product manager, Andy McGarrick.

The relaunch will include the introduction of new formulae conditioning shampoos (125ml, £0.55; 250ml, £0.89) in two variants — mild balsam for all hair types and gentle balsam for treated and extra dry hair. These will replace the three variants currently available.

To complement the shampoos there will be three new formulae conditioners (100ml, £0.69; 200ml £0.99) — light formula for frequently washed hair, balanced formula for all hair types and rich formula for permed, coloured or extra dry hair.

An advertising campaign will break in the women's Press in March with the copyline: "Alberto Balsam — the natural solution for all the unnatural things you do to your hair." A launch promotion will run during January and February offering the consumer a bottle free on their next purchase. *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YX.*

Pears soap. The pack will be specially priced and two additional proofs of purchase will be required for the free offer. The 350ml family pack of Cream Silk will offer consumers a free 100ml size bottle of conditioner.

A £700,000 national television advertising campaign is running from Christmas into the New Year. The theme of the campaign — "which one's your type?" — is designed to underline the brand's five variants to suit all hair types. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*



Vestric are expanding their own label baby products range with the introduction of Vantage baby orange syrup. Containing real orange juice, each product serving contains 30mg of vitamin C. Orange syrup is packed in six bottles to an outer (£2.52 trade). Every 170ml bottle (£0.64) will give 34 servings when diluted one part to four parts water. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

## Looking Wella

Wella have introduced two new colours to their Colour Confidence range of permanent hair colorants. The two colours, real copper and soft auburn, bring the range up to 20 shades. Further details are available from *Wella Great Britain, Wella Road, Basingstoke, Hampshire.*

## Spray-away

Torbet Laboratories Ltd are taking over the sales and marketing of Dermoplast spray from Ayerst Laboratories from January 1, 1986. A full consumer advertising campaign will commence in the second quarter of 1986, the company says. All orders to distributors, *Farillon Ltd, Bryant Avenue, Romford, Essex.*

## ON TV NEXT WEEK

G Grampian	U Ulster	STV Scotland (central)
B Border	G Granada	Y Yorkshire
C Central	A Anglia	HTV Wales & West
CTV Channel Islands	TSW South West	TVS South
LWT London Weekend	TTV Thames Television	TT Tyne Tees
C4 Channel 4	BT TV-am	

Altacite Plus:	U, TTV, C4	All areas
Andrews:	Y	All areas
Askit powders:	STV	All areas
Beecham Hot Lemon:	All areas except Bt	All areas
Beecham powder capsules:	All areas except Bt	All areas
Benylin expectorant:	All areas	All areas
Benylin paediatric:	Y, C	All areas
Biactol:	G, C4	All areas
Bisodol:	Y, HTV, TT	All areas
Blue Stratos after shave lotion:	All areas	All areas
Contac 400:	C4, Bt	All areas
Crookes Strepsils:	All areas except CTV, Bt	All areas
Dixcel:	All areas	All areas
Duracell:		All areas
Durabeam:	STV, G, Y, C, A, TVS, TTV	All areas
Fabergé Fleurs Du Monde:	G, C, TVS, TTV	All areas
Gold Seal batteries:		All areas
Kleenex facial tissues:		All areas
Listerine:		All areas
Mac Extra:		All areas except Bt
Night Nurse:		All areas except Bt
Old Spice after shave lotion:		All areas except Bt
Perfect Colour by Cutex:		All areas
Resolve:		All areas except Bt
Sensodyne toothpaste:	A, HTV, TSW, LWT, TT, C4(TTV)	All areas
Setlers:		All areas except Bt
Simple skin care:	C4, (Y, STV, HTV, TT, TSW, U, GTV, B)	All areas
Sinutab:		All areas
Trio cough range:		All areas except Bt
Ulay cleanser:		A, C4
Venos:		All areas except Bt
Yardley:		All areas

## Cream Silk in the bag

Elida Gibbs are highlighting Cream Silk hair conditioner as a product for everyday use through two linked on-pack promotions. From January 1, for eight weeks, a washbag-size 100ml pack of Cream Silk will be banded to the 200ml pack. The economy pack will also carry a free washbag offer containing other products, such as Signal toothpaste and

## Harmonious New Year start

Elida Gibbs are starting 1986 with the relaunch of Harmony hairspray with new packaging, new perfume and the return of the "Is she, isn't she" advertising in a £1.8m national campaign.

The four variants, which are unchanged, are strongly colour coded in modern shades with line drawings on pack. Both the designs and the new perfume were preferred in research, say Elida.

The national television campaign — for which the spend Elida say is unprecedented — breaks in late January. In returning to a familiar theme, albeit with a new commercial, the company hopes to build strongly on the promise that has been, they say, so successful in the past.

Harmony will be available in the same pack sizes — 110ml, 180ml and 290ml — with an initial 20 per cent extra value offer



on the large 180ml pack during January and February while stocks last. A range of display materials has also been produced, including dump bins, showcards and shelf strips.

"With the recent growth in the hairspray market following a long, static period, we felt it was time to give fresh impetus to the product," says marketing manager Roger Wisdom. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

## Numark offers — January

During the January promotion, Numark chemists will receive a £1 Marks and Spencer voucher for every three outers of Benylin products ordered, excluding Day & Night.

Consumer savings include Alberto Alive Take 4, Atrixo, Bodyform, Empathy shampoo and conditioner, Kotex Simplicity, Mum roll on, Numark shampoo and conditioner, luxury tissues, Silvikrin hairspray — 175ml, Sunsilk shampoo large, Tender Touch cotton wool, Vaseline petroleum jelly, Alberto Body n Shine conditioner, All Clear shampoo (2 x 150g twin pack), Andrex, Bodymist 2 anti-perspirant aerosol — 150ml, Carefree panty shields, Lucozade, Nusoft nail polish remover, Nusoft slim towels, Pears soap, Retractor disposable razors, Signal — large and family size.

Family care specials include Aspro clear, Benylin products, Cymalon, Day Nurse, Day Nurse capsules 14 as 12, Discover 2, Effico tonic, Franolyn expectorant, Franolyn Sed, Hedex, Karvol inhalent capsules, Lanacane, Lemsip, Lemsip junior, Night Nurse, Night Nurse capsules, Nucross medicated pastilles, Numark expectorant cough relief, paracetamol tablets, soluble aspirin tablets, Strepsils and Vasogen baby cream. *Independent Chemists Marketing*

*Ltd, 51 Boreham Road, Warminster, Wiltshire BA12 9JU.*

## Jungle rock for Colorama

Colorama commercials are running on Capital Radio over Christmas and the New Year.

The Fast Foto service is promoted in two differently-targetted commercials. One featuring jungle background sound effects and the promise of "wild, exciting memories" is aimed at the twenties market. And for the family market there is party music and the catchline "bright, sharp memories".

There are 70 spots reserved for the commercials. *Colorama Processing Laboratories Ltd, 44-58 Lancaster Street, London SE1.*

## Pop in for a look

Pop Art is the name of Mary Quant's collection of colours for Spring.

"Day-glo brights mix with pale-face neutrals" and come in peep eyes, kohl pencil, action lash mascara, blushbaby and lipstick. Colours include tangerine dream, purple heart and barley sugar. *Gala Cosmetics & Fragrances Ltd, PO Box 3, Frances Avenue, West Howe, Bournemouth KT6 7LU.*

## Old Spice put on trial

Shulton are running a national promotion to give trial and repeat purchase of Old Spice Deodorants.

A 50p off next purchase voucher is offered with purchases of any of the Old Spice deodorants. Customers send in their claim form with a till receipt showing the purchase ringed. They receive a voucher redeemable against their next purchase of an Old Spice deodorant.

The promotion is supported by POS material — shelf talker/leaflet pads in red, white and blue, and Old Spice stick/solid anti-perspirant merchandisers with headcards. All carry the "Cool 50p challenge" copy line. *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*



A rattle cooling teether (£1.75) is the latest design to be added to the Tommee Tippee babycare range. The new teether doubles as a rattle and duck shaped toy, is available in two colours, a white duck with red eyes and beak or red duck with white eyes and back. The water-filled teether is cooled in the refrigerator and works on the principle of providing a flexible, cool surface on which the baby can bite hard. *Jackel International Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.*

## Peachy offer

Christy are offering a saving this January on one of their best-selling lines — Peach facial scrub. Scrub will retail for £1.46 (normal price £1.65) from January 1 while stocks last and all tubes will be flashed with the special price.

Launched in the early Summer Peach Facial Scrub has exceeded sales expectations by 73 per cent say *Thomas Christy Ltd, North Lane, Aldershot, Hants.*



## Two more for Hawaiian

Hawaiian Tropic are launching two new products onto the market for 1986.

Ultra Light Tanning Blend (200ml, £4.95) is a light tanning oil positioned in the no protection, high tanning sector of the market.

Baby Faces and Tender Places (125ml, £4.95) is a high protection cream with a S.P.F. of 15. It is aimed at extending the usage of Hawaiian Tropic among mothers for their children, those with fair and sensitive skins and existing users for special protection such as noses, ears and backs of knees. *Network Management Ltd, 50 London Road, Brentford, Middlesex TW8 8JL.*

## Consulting with Foster Grant

Foster Grant have developed an in-store consultants programme for independent chemist outlets.

Until January 31 1986, sales representatives will be asking each outlet to nominate a Foster Grant consultant. These consultants become the personal contact of the representative, and are responsible for the merchandising and handling of the company's sunglasses stand.

In return each consultant receives a letter of introduction from Foster Grant with merchandising hints; details of an incentive scheme to win tote bags and £150 of Marks & Spencer vouchers; fact sheets, stickers, a badge and Foster Grant pen; and a regular newsletter. *Foster Grant, Schwarzkopf Ltd, Penn Road, California Trading Estate, Aylesbury, Bucks.*

## Step-up stands

The Step-up fashion jewellery company are offering new display systems early in 1986. As well as the existing installations, based on the 1m free-standing or wall unit, the company is supplying larger installations from 40-200 sq ft, featuring a wider range of accessories as well as the

jewellery ranges, say Step-up, who call them "shops within shops."

Extensions are also introduced to the mini-space saver units, for the smaller retail outlet. The smallest is a rotating counter unit which takes up 12in of counter space and incorporates multihooks for earrings. A rotating freestanding unit is also being introduced, which takes up 1 sq ft of floor space and holds up to £4,500 value of stock at retail, says the company. *Step-up Retail Concepts, 33 St Mary's Road, Market Harborough, Leicestershire.*

## Cussons fly into 1986

The Imperial Leather Concorde commercial will be back at the end of January, in a £1.2m plus national campaign.

The advertising will give special focus to an on-pack consumer promotion offering a Ford Escort Ghia as a competition prize. Consumers will have to list six key features of the car, with a tie-breaker to describe why the entrant's family deserves "life's little luxuries".

POS material will be available. The promotion is on twin and triple packs of soap. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

## Once for all

All Supersoft Once products will in January carry coupons offering money-off the next purchase of Once conditioner.

The coupon on 125ml shampoo and conditioner is worth 10p, and the coupon on 250ml shampoo and conditioner — 15p. Both can be redeemed on any size of Once conditioner.

A total of £150,000 worth of coupons will be featured in the promotion, and Supersoft Once conditioner will also receive heavyweight national television support in January. *Reckitt & Coleman Products Ltd, Pharmaceutical Division, Danson Lane, Hull HU8 7DS.*

## Xmas bounce

One of the Brylcreem television commercials has been adapted for Christmas eve and Christmas day.

The advertisement takes the 60 second "Girl in a tube" commercial with the addition, in colour animation form, of a branch of mistletoe. *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 8DB.*

## Bic tackle a sore point

Biro Bic have launched the Bic Orange razor, designed for shavers with sensitive skin.

A new 30-second television commercial will form the core of a national consumer campaign from January, with a total budget of £750,000.

Packaging will centre on hanging



merchandiser packs in green, white and orange.

The product is supplementary to the existing razor, says Bic sales director Terry Thorn. "It is designed to meet a known consumer need — a disposable that suits those who find wet shaving difficult because they have sensitive skin, but who find electric shavers less than effective in particular cases." The blade is angled less acutely, says the company, and there is a "stretcher bar" to smooth out the skin before the blade touches it.

The Bic Orange will be available in two presentations — 10s at £1.12 per pack and 5s at 60p. *Biro Bic Ltd, Whitby Avenue, Park Royal, London NW10 7SG.*

## XMAS CLOSINGS

**Image Photographics Ltd:** from Friday, December 20 through 8.30am on Thursday, January 2. Last deliveries in Monday, December 23, then again on Friday, January 3.

**Sterling-Winthrop Group Ltd:** from 4pm on Tuesday, December 24 through to 9am on Thursday, January 2. Answerphone service for emergency medical inquiries on 0483 505515.

**E.R. Squibb and Son Ltd:** order department from 12.30pm on Tuesday, December 24 through to 9am on Thursday, January 2. Answerphone on 051 6772201, emergency line on 051 6770171, telex for all products 628279.

**Cuxson, Gerrard & Co Ltd:** from Friday, December 20 to Monday, January 6.

# Hopes for a new era in SLIMMING drugs

A new generation of slimming drugs could reach the market within two or three years.

**T**hese drugs are thermogenic compounds which produce an increase in metabolic rate and enable those prone to obesity to burn excess calories.

They are among the treatments being studied at Queen Elizabeth College department of food science and nutrition, London, where senior research fellow Dr Derek Miller has been working on obesity for 15 years. He believes obesity is a metabolic defect, probably a deficiency of noradrenaline.

"People who get fat easily have tissues capable of raising their metabolic rate but somehow the tissues fail to be 'switched on' as a result of some deficiency in the sympathetic nervous system," he says.

His interest in this area started from experiments in which he was trying to make very thin people fatter. He found that, in spite of doubling their food intake, they were unable to put on weight. They gained a little at first but soon settled at a steady weight and appeared to burn off the excess calories. He concluded that one necessary factor for obesity was a genetic predisposition and it is this predisposition that has attracted his attention since.

Several compounds have been screened for thermogenic properties in the Queen Elizabeth College laboratories. The aim is to find one which will reduce body fat without reducing body protein. In animal models, the most successful are those that stimulate the release of noradrenaline such as ephedrine, those that prevent re-uptake of noradrenaline at nerve terminals eg amitriptyline and butriptyline, mono-amine oxidase inhibitors eg tranylcypromine, beta-agonists eg methoxyphenamine, and inhibitors of phosphodiesterase eg caffeine, theophylline.

In humans, ephedrine has been found to increase the metabolic rate by 20 per cent, a small increase but one which could be useful



over the long term. As yet, no long term studies have been done.

A few drug companies are also investigating new compounds, mainly sympathomimetics, which have a more specific thermogenic activity and, ideally, target on to tissues known to have a high metabolic rate such as muscle or brown fat. The latter is highly vascular adipose tissue situated between the shoulder blades and down the back of the neck. The tissue is present in the newborn, disappears with age and is believed to be responsible for burning up excess calories in thin people. There are conflicting views as to whether obesity results from a lack of this tissue or its failure to be activated.

## Switching on...

Beecham are developing a compound which specifically "switches on" brown fat. A beta-adrenoceptor agonist, the drug is in the early stages of clinical trial but the company says it will be some years before it becomes available on prescription.

The potentially most worrying side effect of thermogenic drugs would be the increase in heart rate, although Dr Miller believes this rise is inevitable if the metabolic rate is to increase: "Taking a drug that puts up the metabolic rate by about 20 per cent is equivalent to walking to work, when the heart rate is obviously going to be higher than if you were sitting on a bus."

Queen Elizabeth College is equipped with two metabolic chambers for carrying out research on human volunteers. Each chamber is a small room which is sealed to be virtually airtight and contains a bed and toilet facilities. Here, the volunteer spends periods of 24 hours with nothing for company but books and a TV (which has been used to show that "blue movies" increase the metabolic rate more effectively than horror films!).

Air of a known oxygen content is passed through and its oxygen content analysed as it passes out. The volunteer's energy expenditure is calculated by computer from the amount of oxygen used, and the number of calories per minute being metabolised appears every fifteen minutes on a screen outside the room.

Dr Miller points out that, fundamentally, there are only two ways to treat obesity — by reducing food intake or increasing the metabolic rate — and the former has met with little success. "People are able to stick rigidly to a diet for a month or so and drive their weight down. Then they relax and it goes climbing up again, so there are large swings in body weight."

He believes that anorectic drugs still have a place but their efficacy is limited and there is now little experimental work being done on new anorectic compounds.

"At the moment one of the best ways to lose weight is to join a slimming club where you're encouraged by your peers to stick to a diet, although the success rate is still not high. By success I mean that the slimmer has stayed at the target weight for 12 months. No more than one fifth of slimmers achieve this, which is pretty dismal."

Exercise as a sole means of losing weight is also a failure, Dr Miller believes. "In theory it ought to work, but you have to make major changes in your lifestyle to accommodate the long periods of exercise needed and the drop out rate is high. It's not so bad if you have only a stone to lose but it's impractical and unwise to ask someone of 20 stone to go jogging, because they might have a heart complaint."

There have been suggestions that vigorous aerobic exercise increases the metabolic rate for long periods after the exercise has stopped. But research at the

*continued on page 1142*

# PRANAVITE

# SLIM

## DOES WHAT OTHER DIETS PROMISE

- OVER £5 MILLION OF RETAIL SALES SINCE ITS LAUNCH.

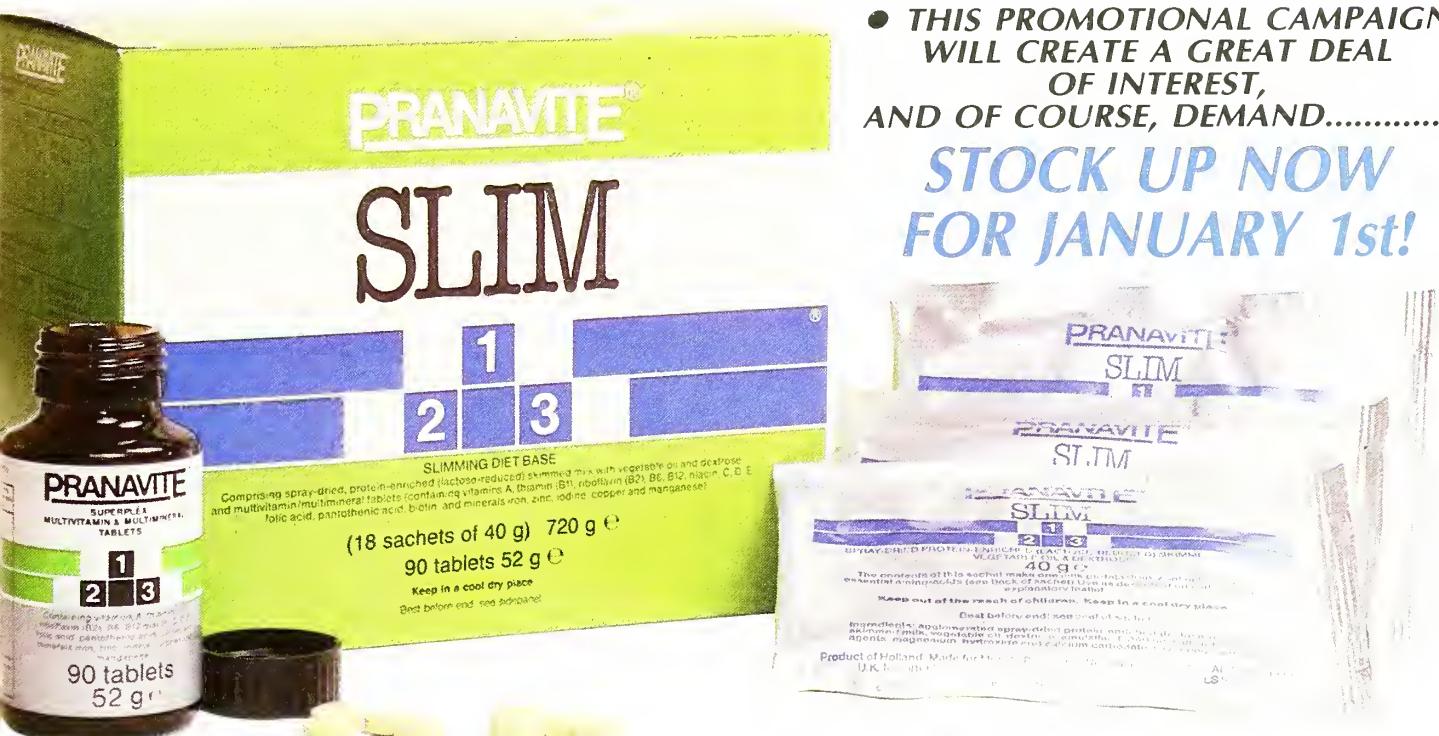
- A MASSIVE £250,000 JANUARY ADVERTISING/EDITORIAL CAMPAIGN IN REGIONAL, DAILY AND WEEKLY PRESS. A FOLLOW-UP CAMPAIGN WITH A SIMILAR SPEND IS SCHEDULED FOR APRIL.

- SALE OR RETURN GUARANTEE

- FREE MERCHANDISING KITS TO HELP YOU TO CREATE YOUR OWN IN-STORE DISPLAYS.

- THIS PROMOTIONAL CAMPAIGN WILL CREATE A GREAT DEAL OF INTEREST, AND OF COURSE, DEMAND.....

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AND INCREASE YOUR PROFITS!**



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*continued from page 1140*

QEC metabolic unit has failed to support this theory. Twenty slimming club volunteers did vigorous exercise for ten minutes four times a day. Their metabolic rates rose while they were exercising but there was no residual effect. They compensated for the increased energy output by sleeping more deeply and there was no difference in their overall 24 hour calorie expenditure.

So the future for the obese seems to lie in increasing their metabolic rates by other means.

"Fat people are often regarded as gluttons but, in fact, most of them eat little and put on weight easily", says Dr Miller. "Some can maintain their weight on as little as 1,200 calories a day. When you give them a diet sheet and ask them to go away and eat less you are asking them to deny a basic instinct and a lot of pleasure. It's not surprising they can't do it."

"We should regard obesity as a metabolic defect in the same way we regard diabetes. What fat people need is a safe thermogenic drug that enables them to eat as much as everyone else."

## Revival of interest in declining market

Following a period of decline, the slimming market enjoyed a revival in 1985. Manufacturers are poised to take advantage of the New Year resolve that follows Christmas over-indulgence, and several new products and campaigns are planned from January onwards.

**T**here have never been so many people in the UK trying to lose weight. It is estimated that between one third to one half of all women are on a diet at any one time, and a third of women claim to diet regularly.

Yet until this year the market for meal replacements had been declining steadily over 5-6 years. Once worth £25-30m at rsp, it is now estimated to be worth £8-10m.

Lack of variety was one reason why slimmers drifted away from meal replacements, believes Peter Watling, Limmits product manager, who says that the relaunch of the Limmits range this year exceeded all expectations and has helped to revitalise the market.

The aim of the relaunch was to improve the taste and to use healthy ingredients where possible to satisfy the increased demand for healthy foods. Expense used to be another criticism of meal replacements but the price of 33-35p a meal can no longer be considered excessive.

The products are intended to replace only one or two meals a day to encourage a sensible approach instead of crash diets. Mr Watling believes that replacing three meals a day, as previously recommended, could have been another reason why consumers abandoned slimming products in favour of "real" food.

Independent research has shown that a significant number of women like a disciplined, calorie-counted approach to

dieting. Some competition has come from calorie-counted convenience foods sold mainly through grocers, but these are not strictly meal replacements because they do not contain added vitamins and minerals in balanced amounts, an important consideration for those cutting their food intake.

Limits meals provide at least one-third of the recommended daily allowance of vitamins and minerals, and next year's packs will show the percentage RDA each meal contributes, to conform with the new labelling requirements.

The fastest selling product in the relaunched range is the apricot chewy bar, which is meeting demand not only for healthy, low calorie meal replacements but snacks for people who are not necessarily dieting. Bayer will be launching new products next year to capitalise on this trend.

So optimistic is the company about the future that the promotional budget will be doubled next year with a £500,000 spend on advertising and public relations. Advertising in the woman's interest and slimming Press breaks in March and continues throughout the year, concentrated round the main peaks of Spring and early Summer. While the main slimming season is still pre-summer holiday, Bayer are hoping to "de-seasonalise" sales so that Limmits are regarded as a year-round aid to weight control.

Public relations will include features in selected Press encouraging sensible dieting together with a wide range of activity designed to build on an 88 per cent consumer awareness. New POS will be available and there will be a range of trade promotions.

The pharmacy trade claims a 95 per cent share of the meal replacement market and other outlets show no signs of making any inroads. Slimmers frequently seek advice about dieting, which is more readily available from pharmacies.

Boots account for about half the pharmacy share, other multiples for about 20 per cent and independents for about 30 per cent. Bayer aim to boost sales through all outlets since they believe there is

Limmits

NATURAL  
WEIGHT  
CONTROL

Up and away – the sky's the Limmit

A sackful of goodness, a pocketful of...

considerable potential for growth.

"The market was ripe for a relaunch", claims Mr Watling. "We know there is a continuing demand for slimming products and it was a case of developing the Limmitis range to provide tasty weight control aids for the eighties."

Plans are still being finalised for Bayers' two other slimming aids — Natrena and Vita Fiber. Consumer advertising for Natrena will take place in the Spring, although it has yet to be decided which media to use. Women's Press is a major option, following a successful campaign earlier this year.

A "35p off" voucher promotion for the table pack is currently running and there will be a further on-pack voucher offers next year, together with new POS material to reflect the advertising.

The different media options are still being considered for Vita Fiber, which was advertised on television in London, Southern, the Midlands and East Anglia this year, together with newspaper and women's Press advertising in the rest of the country. Wide public relations and POS support is also intended. *Bayer UK Ltd, consumer products division, Bayer House, Newbury, Berks.*

### Slim for the sun

A £1/4m national advertising campaign for Pranavite Slim starts on January 6, 1986, in regional, daily and weekly newspapers.

The newspapers are selecting readers to take the product in an editorial promotion and the couple with the highest percentage weight loss will win a free Easter in Majorca. Retailers have a sale or return guarantee of up to 12 diets if they order them before December 31.

Sales of the product reached £5m in Britain this year. Pranavite Slim is a 200 calorie milk protein-based drink, made from a dry powder and taken with a multivitamin and mineral tablet. Originally developed in Holland for athletes, it is formulated as a total six day meal replacement plan but can be used as a substitute for single meals as part of a sensible eating programme. *HtB (UK) Ltd, 60 Osmondthorpe Lane, Leeds LS9 9EF.*

### Slender back on TV

Carnation are planning a £1m-plus advertising campaign for their market-leading Slender range next year.

Slender goes back on television for the first time since 1980. The £750,000 television spend is being reinforced by a £300,000 campaign in women's Press and slimming magazines. The advertising will tell consumers that Slender meal replacements are available only through pharmacies.

Carnation aim to improve Slender's already dominant 35 per cent volume share of the meal replacement market with the national introduction of Slender fruit

country bars. The recipe includes raisins, apples and apricots combined with sesame and sunflower seeds, and a coating flavoured with natural yogurt. *Nestlé Co Ltd, 1 St George's House, Croydon, Surrey.*

### Martlet relaunch

Merrydown will be introducing more vinegar-based products next March as part of the relaunch of Martlet under the name of Martlet natural foods. In recent years there has been little marketing activity behind the brand but this will change with the "grand attack" of advertising planned to support the relaunch. *Merrydown Wine plc, Horam Manor, Horam, Heathfield, East Sussex.*

# modifast®

- The Very Low Calorie Diet for the seriously overweight
- Just 410 Calories daily to replace all other food
- Medically supervised to ensure rapid and safe weight loss
- Available only from Retail Pharmacy

Pharmacy is often a frequent port of call for the overweight in their search for help. Many have already tried various diets or slimming aids but without success. Modifast is different! Because Modifast replaces all other food, weight loss is rapid. It should only be taken under medical supervision. You should therefore recommend that seriously overweight patients consult their family practitioner to ask if he will supervise their Modifast treatment programme. Normally weight loss is 1½ to 2 stones per month, but many patients do lose more over longer periods. To keep you up to date with developments which affect Modifast we have introduced Modifast News — a publication which is available on request to Retail Pharmacists.

For your copy of Modifast News please complete and return the coupon to: Clinical Dietetics Division, Wander Limited, Free Post, Station Road, Kings Langley, Herts. WD4 8LJ or telephone FREEPHONE MODIFAST.



Please arrange for me to receive Modifast News

Name \_\_\_\_\_

Retail Pharmacy \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_  
Signature \_\_\_\_\_



**WANDER** Clinical Dietetics Division, Wander Limited, Free Post, Station Road, Kings Langley, Herts WD4 8LJ

### Low fat cheese spread

A low fat dairy spread with cheese has been launched by Kavli Ltd, makers of Primula cheese spreads. Designed to meet the needs of increasingly health-conscious consumers, the new product contains only 9 per cent fat — one-third that of most hard cheeses — and 175 kilocalories per 100g.

Primula low fat dairy spread with cheese is a blend of low fat cheeses, skimmed milk

and whey powder and has a shelf-life of 12 months. It comes in a 150g pack (£0.59) with resealable lid and is supplied to the trade in outer containers containing eight shrink-wrapped trays of 6x150g.

The launch is being supported by a promotional spend of over £300,000, with full page colour advertisements in women's magazines and a programme of sampling, couponing and demonstrations. Plans for the second stage of advertising during 1986 are being finalised. *Distributors Chemist Brokers Ltd, James House, Emlyn Lane, Leatherhead, Surrey KT22 7EP.*

### Medical backing

Wander will continue to promote Modifast throughout 1986 in the medical media, by direct mail advertising and exhibitions at medical conferences and symposia. The company's policy is to promote the product to the medical profession for the treatment of the seriously overweight and that once patients have lost weight the doctors continue to supervise their weight management programmes.

When taken to replace all meals, Modifast provides about 410 calories daily together with all the vitamins, electrolytes and minerals considered necessary. It offers a similar degree of weight loss as total fasting without the severe nutritional problems such as protein wasting which can be seen in patients who undergo a complete fast.

Leaflets on "The effective way to lose weight and stay slim" are available for pharmacists to give to patients.

*Wander Clinical Dietetics, Station Road, King's Langley, Herts WD4 8LJ.*

### Fibretrim<sup>®</sup>

Concentrated dietary fibre from vegetable and fruit sources. Minimum Dietary Fibre Content 80%.

Helps Weight Control  
270 tablets

Fibretrim — minimum 80 per cent fibre

### Fibre from four sources

In response to the upturn in the slimming market and to the growing awareness of the importance of fibre in the diet, Healthcrafts are launching Fibretrim.

Each tablet has a minimum fibre content of 80 per cent and provides soluble and insoluble fibre from four different sources — cereal, fruit, vegetables and guar gum.

Fibretrim is intended as an aid to weight reduction; the feeling of fullness helps to alleviate hunger pangs between meals. By taking six tablets daily, 6g of dietary fibre a day can be obtained (less than 4 calories).

The average diet contains about 20g of fibre daily but the recommended intake (NACNE) is 30g.

Fibretrim will be available from the second week in January. It is free from preservatives, artificial colours and flavourings and contains no added sugar or starch (270 tablets £3.75). *Booker Health Products, Healthways House, 45 Station Approach, West Byfleet, Surrey.*



Primula low fat spread — only 9 per cent fat



Mrs June Stephens,  
49, lost 6½ stones  
in four months,  
using Modifast

### Moving towards healthy living

A recent report on slimming foods from Mintel Market Intelligence suggests that the market will move strongly towards healthy eating and weight consciousness rather than overt slimming.

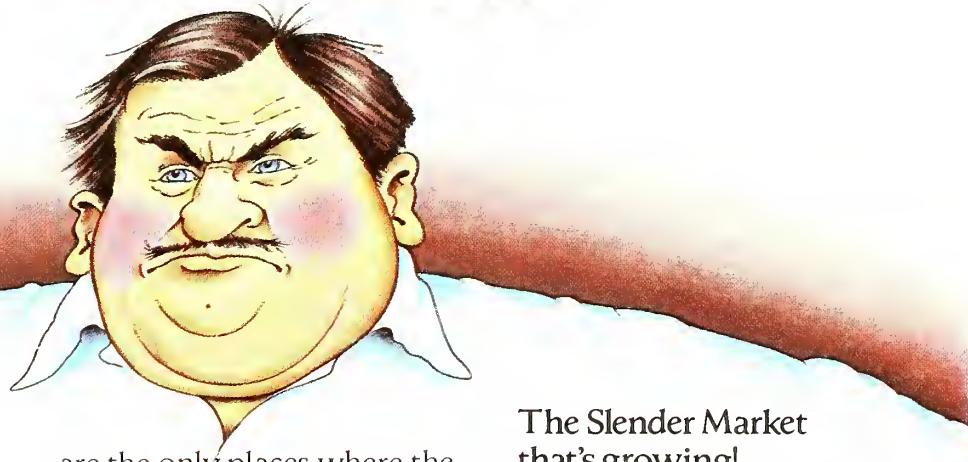
For example, a survey carried out this August among 983 adults showed that 32 per cent had used low fat margarine and

29 per cent skimmed or semi-skimmed milk in the previous six months.

This compared with 2 per cent who had used meal replacements.

Latest statistics indicate that 39 per cent of men and 32 per cent of women in the UK are overweight, with respectively 6 and 8 per cent obese.

# Why can't this man get Slender?



It's not his appetite that's at fault. It's just that he's not a chemist or druggist. And as these

are the only places where the Slender range of products are available, he hasn't a chance.



## The Slender Market that's growing!

Strongly established as the tried and trusted name in diet meals, Carnation Slender has the good taste to bring customers back time after time. And in the newer low calorie market, Slender Slim Soups are far and away brand leaders in your sector, with 55% share of sales. While the total range continues to grow year by year.

**£1m+ Spend**

We're spending over £1m next year on the Slender range, with striking advertisements in women's press and slimming magazines telling them to come to you for their Slender products. So be sure to have all the stock you'll need – because as this man can't get it, it makes sense to make sure your customers can.

Carnation  
**Slender**

**RANGE**

When you lose weight with Slender you do it with taste!



### Exercise aid

Trim-a-ring (£9.99) is a new exercise aid that is claimed to tighten the waistline, flatten the stomach and tone up the hips and thighs.

Made from high density polythene it is a weighted hoop with a curved, cushioned massage nodes on the inside. It is used in a similar way to the hula hoop and was designed by former dance instructor Lynda Seager who was anxious to regain her shape after putting on four stone. Trim-a-ring comes in 10 sections for easy assembly at home.

Promotion is concentrating on Press publicity and there are leaflets and posters for POS. *Da Conti Marketing Ltd, 3 North Street, Portslade, East Sussex BN4 1DH.*

### Trial size Figure Trim

Figure Trim 8, Food Supplement Co's dietary supplement for slimmers, is to be offered in two sizes from January 1986. The new trial size contains 15 capsules (£1.25) and the full-size pack contains a 14-day course (£3.30). Merchandising features a giant pack used at point-of-sale, together with shelf-talkers and customer information leaflets.

Figure Trim 8 will share a 1986 advertising budget of £140,000 with Waterfall, FSC's diuretic product aimed at women with problems of water retention. Specialist slimming, health and women's interest magazines including *Successful Slimming, Slimming, Here's Health, Cosmopolitan, Options, and Good Housekeeping* will feature both products and all FSC supplements for slimmers will be featured in *Health Now* throughout the year.

Sales of Figure Trim 8 and Waterfall are 20 per cent through independent pharmacies, 15 per cent Boots and 65 per cent through health stores. "Constant innovation is the key to success in the multi-million pound slimming business," says FSC brand manager Alleyne Gray. *Health & Diet Food Co Ltd, Seymour House, South Street, Godalming, Surrey GU7 1BZ.*

### Sweetex £2m support

Crookes Products Ltd expect the sweetener market to increase to about £25m at rsp by the end of 1986. Group product manager Stephen Martin says healthy eating and reduction of sugar intake has never been so important — for everyone, not just slimmers.

To make the most of this opportunity the company intends to support Sweetex with over £2m on advertising and promotion, and has plans for further brand innovation, including a new one-by-one dispenser. Sweetex is said to be enjoying its highest ever volume share at over 40 per cent in multiple and independent chemists. *Crookes Products Ltd, 1 Thane Road West, Nottingham NG2 3AA.*

### Sweeteners expand

The introduction of non-saccharin sweeteners rekindled interest in the low calorie sweeteners market which had been static at about £14m. The market is now believed to be worth around £20m, with 75 per cent being sold through independent pharmacies, 8 per cent through Boots, 12 per cent through other multiples and the remainder through other outlets such as drug stores.

Canderel was the first non-saccharin sweetener to be launched to the retail trade in nearly 30 years and just one year after its launch in tablet and powder form the market had increased by 50 per cent, say Searle. This Autumn saw the national launch of Canderel Spoonful, the granular sweetener and the range now claims one quarter of the low-calorie sweetener market in chemists. A three month national television and Press campaign starts in January 1986.

Information on Canderel in the form of leaflets is regularly sent to slimming clubs and regular recipe features and competitions, etc, are being negotiated in the women's Press.

A recipe book is on sale in book shops (£1.95) or by post (£2.35) from *Searle Consumer Products, PO Box 53, Lane End Road, High Wycombe, Bucks.*



## Anxieties and divisions

I recently attended a meeting of the BPA (UK), called at short notice for a Saturday evening, to which all local pharmacists were invited to discuss the future of pharmacy. It was a strange affair. The chairman, a pharmacist, called on Joey Martyn-Martin, their PR man, but not a pharmacist, to give a brief resumé of the past, present and future of pharmacy.

The flamboyant Mr Martin, pacing up and down like a caged tiger and occasionally raising his voice to a shout, gave us a ranting, rambling superficial and highly personal account of pharmacy. This harangue to an audience containing a number of LPC members with long experience of the complexities and frustrations of pharmaceutical negotiations, seemed likely to continue endlessly until the intervention of exasperated members of the audience allowed the promised discussion to begin.

It showed that the pharmacist members were sincere in their belief that they represented the anxieties of smaller contractors and, were in favour of some form of rational location of pharmacies. But above all this meeting brought into sharp focus the damage inflicted on the profession by the Government's vacillating policy towards the new contract.

At a time when we should be joining together to secure the best deal we can for pharmacy we are, instead, riven by dissent. A breakaway organisation can only succeed in gaining in numbers if it successfully undermines and denigrates the efforts and integrity of LPCs and the PSNC, thus further weakening the profession as a whole. We must search for a way in which we can re-establish mutual confidence so as to present to the Government a united front.

My suggestion, and I stress that it is a purely personal one, is that the PSNC should look again at the economies of "involuntary closure," in return for which the BPA should disband and urge their members to throw their weight behind the PSNC. One thing is certain, if we fail to



Another C&D star has hit the news after taking part in the Chemist's Assistant of the Year (see December 7, p1071). Pamela Carter, of Spondon has appeared in the Derby Evening Telegraph.

unite, the politicians will pick us off one by one, and the way will be open for imposed, arbitrary and unwelcome solutions to our problems.

Ken Coxley Leicester.

## Child abuse

Last year you published my article "First aid in the pharmacy" in which I mentioned the possibility of child abuse.

In view of the dreadful disclosures in the Jasmine Beckford case, it might be well to remind pharmacists that they also have a role to play in the prevention of this abuse.

S. Ackers  
Swanscombe.



Due to the enormous demand for their product, "STOPPERS" The STOPPERS COMPANY LIMITED are now distributing direct. The Company's own Sales Team will shortly be calling on you but, if in the meantime you are out of stock and to avoid disappointing your customers, ring the factory, reverse charge 039 130 787 & 602, or post off coupon below.

Outer of 24 dispensers, average content 30, £17. 06, inclusive of VAT.

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PR3 6AB.





**I**f members want something for their business, they should approach us first. If we haven't got it there's probably a good reason — if not, we can usually obtain it for them at a better price," says John Goulding, head of the National Pharmaceutical Association's business aids department.

Mr Goulding and his staff see their role as helping member pharmacists to run better businesses. And with over 400 items currently available, his fear is that members are just not aware of the wide range of services and goods on offer, from anti-theft mirrors to water purifiers, from trouser presses to breast pumps.

"A member contacted me recently with a 'brilliant idea' he'd had. What about some sort of stamp for the back of cheques to safeguard against accepting worthless ones?" John Goulding recalls. "He apparently had no idea we'd brought one out six months before!" The stamp — already a popular item — has spaces for card expiry date and number, and a memory jogger for staff: Is the date correct? Do words and figures agree? Is it signed?

### Grown like Topsy'

And ever anxious to improve and expand on ideas, the department has since introduced a cheque card imprinter, similar to credit card machines. It is fitted with a personalised name plate, which imprints card number, expiry date and owner's name, and retains the valuable *aide memoire* for staff.

But despite Mr Goulding's fear, the word has certainly reached many members' ears, because the business aids department has "grown like Topsy" over the past decade or so.

Mr Goulding joined NPA as Publications and Press officer in 1966, with responsibility for producing the *Pink Supplement*. "At that time there were just three 'business aids' on offer to members — a DDA register, a prescription book, and stock control system," he says. "I was aware that we were not helping members as much as we could and, being short of material for the Supplement, I began to write articles on how members could improve their businesses."

Direct involvement with the development of the department began after Mr Goulding attended a local branch meeting. Pharmacists were being "lambasted" by one of the speakers for not having refrigerators in which to keep vaccines, but at that time there seemed to be no fridges small enough for dispensary use.

John Goulding wrote to a number of manufacturers to see what was available and eventually found a small Electrolux model, intended for use in caravans and hotel

bedrooms. He negotiated a special price, and fittings and fridge were offered to members. For good measure, a new information leaflet on how to use a fridge for biological preparations and what to keep in it was devised.

Soon after that, Mr Goulding received a letter from an Australian pharmacist working in the UK, who was amazed that British pharmacists were still writing labels in longhand. Mr Goulding put a short piece in the Supplement asking for members' advice and opinions on the typewriters currently available. The message that came back loud and clear was that portable typewriters could not stand up to constant use in a dispensary, and typefaces tended to be too big. He approached several manufacturers and Olivetti agreed to a special price for a more robust typewriter fitted with a miniature face. He later persuaded them to add a reel carrier, when self-adhesive labels became popular.

"I started off in this pattern, writing articles in the Supplement on ways of improving dispensing and business practices and then giving members the opportunity to follow our advice. We're still doing that now," says John Goulding.

### Outside influences

Mr Goulding claims that eventually he wrote himself out of his job. He was spending so much time on business aids there wasn't time to write the Supplement. So in 1981, when Tanya Turton joined NPA as Publications and Press officer, he was able to devote all his time to the department.

In the year he joined NPA, business aids had done £6,000 worth of business; last year the figure was £6m. But Mr Goulding points out that 1984 was a one-off year because it included nearly £4m worth of computers and software sold to members, following the Pharmaceutical Society's edict that from January 1, 1984, all pharmacists had to machine print labels. "Overnight lots of people wanted computers and typewriters," says Mr Goulding.

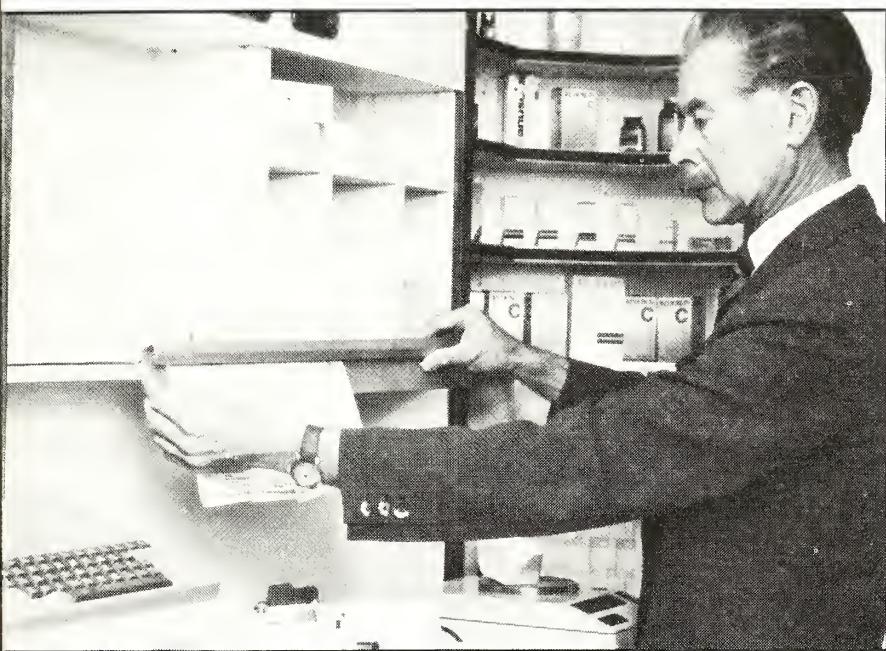
The department is, to some extent, dependent on such outside influences. In 1971, when Britain "went decimal", new cash registers or cash register conversions were in widespread demand. Similarly when metrication was introduced, replacement metric measures and weights were required in every dispensary. "We're not averse to getting the law changed when we feel it's necessary," says Mr Goulding. "The only metric weights available at that time were the ones in little boxwood sets, which were

## Aids to better business

**NPA members save themselves money and inconvenience when they buy "tried and tested" products through the business aids department. But how many make maximum use of the service?**



Some of the free stationery items offered by the department.



John Goulding wrote himself out of the Supplement and into business aids.

fficult to handle without tweezers. They were hopeless for use on the dispensing balance too, because they rolled off the balance pan and you had to squint to read the value." But it was quite a battle to get the new changed, he remembers. "The authorities would not give us the flat, square weights we'd been used to in the apothecaries system, but they would approve ones if they were round!"

A set of flat weights with large, engraved figures on both sides was agreed upon. "We don't just accept what is there, but have a go at altering things if we possibly can."

Mr Goulding's department relies heavily on input and ideas from NPA members. Often a supplier or manufacturer will approach the Association having been directed there by a pharmacist who has had a visiting rep, "Have you seen the NPA t?"

"Our members know this will do two things. First we will vet the product, and, if we approve it, we'll end up with a better service than the pharmacist could achieve buying direct."

Product assessment and vetting is carried out mainly by members of the NPA Board. "It is a big advantage having 21 advertising pharmacists who meet once a month," says Mr Goulding. "We put the ideas them and they can either test the item here and then in the boardroom, or try it out in their own pharmacies, before giving us an opinion." If Board members do not agree that a product would benefit a retail pharmacist in his or her business, then it is turned down.

But the Board is not infallible. Sometimes a manufacturer will go to individual retailers and try to sell the product direct. "If six months time I find that members have

in fact been buying the product, then I get the names and addresses from the manufacturers, and ask the pharmacists concerned what they think. If the report is favourable then I go back to the Board, tell them what has happened, and ask them to reconsider the item as a potential business aid."

Trade magazines are a source of ideas and information too. Many specially commissioned and limited edition items have come from European catalogues and journals — although NPA tries to buy from British suppliers where possible. The first idea for next year is a beautifully detailed, model Ford-T delivery van which can be personalised with the member's name and town. This attracted lots of attention when it was shown to the Board members, several of whom ordered one after the meeting — then claimed it was for their children for Christmas! A miniature pharmacy and Culpepper-type microscope have all proved popular in the past, and despite their "novelty value" they can be considered as business aids too. They often attract customers into a shop when used as part of a window display. Reproduction pharmaceutical artefacts are often required by young pharmacists just starting up their own business, to show that their modern new pharmacies have a link with a profession which has a long tradition.

"We also maintain links with other professional associations and foreign equivalents of NPA to see what they are offering their members," says Mr Goulding. "That's why in 1982 we decided to produce a calendar. It is something that has been done by the Pharmacy Guild of Australia for many years, and it has been increasingly

successful over here."

The 1986 edition is illustrated with photographs from the collection of apothecary jars at the Worshipful Society of Apothecaries of London. It also has helpful information on first aid, calorie counting, holidays abroad, care of teeth, and infectious diseases.

The NPA advertising campaign "Ask your pharmacist..." prompted a multitude of new items, from carrier bags and T-shirts to a range of reference books so that pharmacists, particularly those who qualified some time ago, can keep themselves up to date when answering questions provoked by the campaign. Publishers have agreed to treat NPA as a wholesaler for these publications, which cover drug interactions, pharmacology, first aid and a special single volume edition of the two-volume Oxford Textbook of Medicine. "This presentation was intended only for the American market," says Mr Goulding, "but we made a special arrangement with the publishers as we felt it wasn't practical to have two huge volumes in a dispensary."

However, the business aids department tries to take standard items without special modifications whenever it can, so as to take full advantage of long production runs. "We do require manufacturers to defray the costs of the special literature which we mail out to our members, so obviously they have some financial commitment," Mr Goulding concedes. "But if we commissioned specially-adapted products, which then failed to sell, there could be problems with the disposal of unsold stock".

### Popular items

Minor adjustments, such as those made to the new cheque imprinter and to typewriters to accommodate a reel carrier, are acceptable and do not pose too much of a problem if they fail. However, there are occasions when things have to be made specially, for example, the acrylic notices printed with "Our pharmacist is here to help and advise you" and incorporating a slot for the pharmacist's name panel. The Board agrees on the designs and "we have only ourselves to blame if they don't prove popular with members," says Mr Goulding.

Supplies of the smaller items and those which are free are despatched from Mallinson House but the large products come direct from the manufacturer, and business aids handles only the paperwork.

The most popular free item on the inventory has proved to be the contract of employment form, and 100,000 a year are sent out, probably because members need two for every member of staff and there are constant movements in hours worked and people employed. "Other trade associations would charge at least 10p a form," Mr Goulding was quick to point out.



Pricing guns are the most popular "bought" item, and with CD cabinets still being ripped out or destroyed at a rate of one every working day, these too are in constant demand. Much of the documentation required by pharmacists in the day-to-day running of their businesses is free and — unlike its commercial counterpart — comes with detailed instructions on filling in, and completed examples. Legal agreements between employers and managers or locums; first aid leaflets supplied with the statutory requirements for a kit; employee reference requirements; letters informing an FPC of the loss of or damage of an oxygen cylinder; disciplinary rules — all these are just a few examples from the range of over 100 free stationery items available.

VAT exemption certificates, prescriptions-through-the-letterbox notices, and drug warning cards can all be obtained through business aids. The department aims to lessen the burden for the pharmacist and leave him free to concentrate on more important things.

Recently the department has started to supply computer ribbons, disks and paper, and members can obtain them at about half normal prices. And when many wholesalers stopped supplying dispensing items, such as spatulas, bottle brushes, stirrers and pestles and mortars, business aids stepped in and now offers a complete range.

The department also seeks to provide the less vital objects. A letter in *The Times* complaining that alum blocks for shaving were no longer available, prompted Mr Goulding to make inquiries, because he thought it was the sort of thing a pharmacy should be able to provide. They, too, can now be obtained through NPA, and are imported from France. A special

arrangement between NPA and a herbs and spices importer, enables the public to buy small quantities of a wide range of such items from pharmacists. "The larger shops and health stores won't be bothered with these out of the way items," says Mr Goulding.

The department does have its failures though. A moving digital display message for shopfronts, for example. "I don't know whether members felt they were unprofessional or not, but we sold only five,"

says Mr Goulding. And electric breast pumps, which have proved popular in Europe and America, failed to make an impact in England. But these are exceptions — the "rule" is perhaps more obviously proven by the fact that last year an average of £43 per member was saved in discounts through business aids. "The more members ask us for, the more we find ourselves doing, and business aids continues to grow," John Goulding sums up.

## Feet first into pharmacy — John Goulding makes his entrance

**T**It seemed a natural thing to do, to combine my experience in retail and marketing and join the NPA," says John Goulding, of his move there after 20 years in community pharmacy and industry.

Mr Goulding has just completed 40 years in pharmacy, which began back in 1945, when he joined Savory and Moore's North London factory, straight from school. "The first thing I became involved in was completing a government contract for anti-gas ointment," he remembers. "This was shortly before the end of World War II and no-one expected to use the stuff. But the contract had to be completed — as we made it, so we stacked it up outside in the yard!"

John Goulding's introduction to pharmacology came after he was pulled feet-first out of a huge stone vat. The vats contained lanolin and his task was to clean them out. "We used half-a-pound of cotton wool and half-a-winchester of chloroform. I was overcome by fumes and fell in!"

Thus equipped, John Goulding transferred to retail pharmacy — Martindale's in New Cavendish Street, where he spent the next ten years including a three-year apprenticeship. "I learned a lot while I was there," says John. "It was where the *Extra Pharmacopoeia* began and the tales about the two William Martindales were legion."

In 1956 John Goulding joined Smith & Nephew in Welwyn Garden City. He helped set up Smith & Nephew Pharmaceuticals, and became their first technical services manager. From there he came to NPA, ten years later to take responsibility for NPA publications. But his job description changed over the years, and in 1981 he became head of business aids.

Mr Goulding does have one regret though: "When I wrote the *Pink Supplement*, if I wanted to give prominence to business aids or a particular new item we were offering, I could devote the whole front page to it. Now I have to fight for some space on the back page!" It's just that NPA has more competing priorities these days...

John Goulding,  
NPA business services  
manager.



# Shops Bill stirs up backbench interest

**The Government may still have a fight on its hands in the Commons over the Shops Bill, according to a leading Union official.**

USDAW deputy secretary John Flood says a real political battle may take place over Sunday trading. "Thousands of votes could turn on this and there is growing awareness among back-benchers that the Bill is unpopular with many of their constituents," he said.

USDAW has campaigned strenuously against the Bill, which removes all restrictions on Sunday trading. But their allies in the House of Lords met with little success this week during its Committee Stage. Proposed amendments such as the limiting of Sunday trading to four hours (Lord Lloyd of Kilgorran) or a revision of the list of goods exempted from Sunday

trading restrictions (Lord Graham), would merely fudge the issue, the Upper House decided.

Lord Graham also proposed that more employee protection be written into the Bill, in particular the guarantee of a Sunday premium wage for shopworkers. But USDAW is pessimistic about any concessions being made here. "The Government is intent on removing all protection in the field of wages and conditions and the labour force will be mercilessly exploited," warned Mr Flood.

But USDAW is not without hope that some compromise will be reached in the Commons debate. They plan to lobby MPs from all parties even more vigorously and are pinning their hopes on the fact that even a three-line whip does not compel MPs to toe the party line.

## Beecham take Oxy range

**Beecham have taken over the sales and marketing of the Oxy product range.**

The move — effective from January 1 — comes after Beecham's acquisition in the USA of Norcliff Thayer from the Pantry Pride chain.

■ The company's 'flu monitor' for the week ending December 30 shows the most severe level, at this time of year, for five years. Beecham say an emergency distribution programme can be set up if necessary.

## IoD calls for self-employ right

**A Bill giving workers the right to be self-employed has been drafted by the Institute of Directors and sent to Employment Secretary Lord Young.**

The proposal is part of a document — "Labour market changes and opportunities: new patterns of work" — published by the IoD to look at work patterns in the UK. It claims the increase in numbers of self-employed workers is crucial to developing a more flexible market.

The "Right to be self-employed" Bill is

designed, says the Institute, to make the idea of self-employment more popular and to classify the relevant law. Under the draft Bill, workers would be allowed to agree with their employers that they could be treated in future as self-employed. The choice would be subject to a right of appeal by the Inland Revenue.

## Bomore no more

**Bomore Medical Supplies Ltd have been compulsorily wound up in the High Court.**

The order was made by Mr Justice Harman, following a petition by Bourely Repartite En Pharmacie SA, judgment creditors for 403,917 francs (£135,123). It was supported by OCP Repartition, with a debt of 2,924,001 (£254,000), and Rodion SA with a debt of 37,074,720 Italian lire (£13,937).

## Del licence

**Del Laboratories have decided to licence the Sally Hansen brand in the UK.**

They have reached an agreement with Hawaiian Tropic and their sales company, Network Management, as from February, 1986.

The move means leaving H. Bronnley & Co — their distributors for 2½ years.

## Shoplifting: a new insurance

**Insurance cover against shoplifting will be available to pharmacists for the first time, under a new policy to be introduced in the New Year.**

Pharmacy Mutual Insurance say their Pharmacover policy has been "exclusively designed for the community pharmacist of today and the 1990s." It offers a wide range of basic cover and includes risks not previously available under a business insurance policy such as shoplifting, landslip, subsidence and "heave," and free renewal.

National Pharmaceutical Association director, Tim Astill, says the shoplifting cover is a unique feature of the policy and, as far as he was aware, no other organisation could offer such wide range of cover. "PMI can provide these terms because they are covering a good risk and so do not have to subsidise the bad risks by charging elevated premiums," said Mr Astill.

Further information on Pharmacover will be available in the New Year and members whose insurance policies come up for renewal will be sent details.

## Unichem expand

**Unichem is investing £150,000 in expanding its 38,000 sq ft Walthamstow branch warehouse.**

The expansion will mean a 50 per cent increase in the size of the warehouse. New bulk handling techniques will also be introduced to improve output, say Unichem.

Unichem operations director Kelvin Hide said OTC sales more than doubled in the last two years. "The expansion will enable us to maintain our current level of service to customers, and to cope with the anticipated growth of business."

The new warehouse will be able to handle three times its existing volume, and should be finished by mid 1986.

**Merck Sharp & Dohme Ltd:** Anthony J. Graham has been appointed managing director of the UK division and vice-president of MSD (Europe) Inc. The post was left vacant when John V. Burke left to become managing director of Glaxo Pharmaceuticals in November. MSD (Holdings) Ltd has a new chairman, Bernard J. Crowley, who used to be senior vice-president of MSD International and president of MSD (Europe) Inc.

## Serps stay — cuts on the way in Welfare 'shake up'

**State earnings related pensions — Serps — are a central feature of the Welfare State reforms announced by Social Services Secretary Norman Fowler in Monday's White Paper.**

Originally, the plan — put forward in June's Green Paper — was to phase out Serps altogether (see C&D June 8, p1211). Now the system is being kept on — but with heavy cuts in long-term costs. By the time the scheme is fully functioning in the year 2033 the Government aims to have cut it down from the £25bn it would have cost to £13bn.

Most changes are being introduced in April 1988, a year later than the initially planned date which had been condemned as "unworkable." And the Government aims to extend private pension competition, and the right to personal pensions.

### The main points concerning Serps are:

- Personal pensions for all employees. From April 1988, all employees will be able to take out their own schemes — contracted out of Serps — and opt out of their employers' pension schemes. The contracting-out will be based on a minimum level of contributions.

Employers will no longer have to contribute to their employees' personal pension above the contracted-out rebate. But they will be allowed to make voluntary higher contributions. And they will be able to do this on condition their employees partly or wholly match the extra payment.

- The state pension will be based on average lifetime earnings, instead of on the best 20 years. Workers with brief 'peak' phases, or with a period of unemployment, will suffer under this change. But married women, single parents, the disabled and their helpers will qualify for full additional pensions after 20 years' work.

- Serps pensions will be calculated on 20 per cent of earnings instead of 25 per cent. This change will be phased in over ten years, starting in the year 2000.

- From the year 2000, Serps pensions which can be inherited by the spouse falls from the full amount to one half.

- Occupational schemes, contracted out of Serps, will take on the inflation-proofing of their guaranteed minimum pensions up to 3 per cent. The National Insurance (NI) fund, which meets this cost now, will cover inflation-proofing over 3 per cent.

- Banks, unit trusts and building societies, as well as companies, will be able to provide pension savings schemes. But after retirement savings will have to be used to buy an annuity from a life company.

- Simpler arrangements will aim to encourage companies to contract-out of Serps. This means cutting down on conditions to be met before contracting-out. Salary-based benefit schemes will now have to give a guaranteed minimum pension plus spouse's pension. Money purchase schemes — where the sum of invested contributions are used to buy a pension — have not previously been allowed to contract-out. Now they will, given a minimum contribution level.

- Another incentive for personal and occupational schemes: an extra 2 per cent NI rebate will be made on all new company and private pensions for five years from April 1988.

### Other points in the White Paper:

- Everyone — including the poorest pensioners, unemployed and single parents — will have to pay 20 per cent of the domestic rates bill.

- A new social fund will make discretionary loans — instead of grants — to those on supplementary benefit for items like clothes and furniture. There will be no right of appeal against payment decisions, and no special single payments any more (such as the £30 death grant). The fund will be cash-limited, but with no bars on maternity and funeral expenses.

- For low-income families, income after tax and NI will be used to calculate a new family credit. The aim will be to end the "poverty trap" and make it impossible to be better off unemployed.

- Changes in the structure of income-related benefits will see the same means test used for income support, housing benefits and family credit.

- The housing benefits budget will be cut by £450m, with two tapering systems to help rent and rate payments.

Overall, the reforms are designed to help low paid families with children. But losers under the new moves will include pensioners, the childless young, and the childless unemployed.

□ NPA director Tim Astill says that the Association — which had been concerned about the administrative difficulties implied by earlier proposals — now welcomes the modified reforms.



Former England rugby captain Bill Beaumont, presenting the Vestric Supplier of the Year award to Cow & Gate's national accounts manager, Nigel Russell. The award was given at Vestric's annual OTC suppliers conference in Manchester. Under the theme of "State of play — pharmaceutical wholesaling today," Vestric emphasised their extended service to pharmacists.

**LRC Products Ltd:** Clive Kitchener has been appointed general manager of the personal care division. Mr Kitchener was previously UK marketing director for Oral B Laboratories, and prior to that held senior positions at Richardson-Vicks and Johnson Wax.

The retail price index for all items in November was 378.4 (January 1974=100). This shows an increase of 0.3 per cent on October, and 5.5 per cent on November last year.

## EVENTS

### Thursday, January 2

Hounslow Branch, Pharmaceutical Society, West Middlesex Hospital, Twickenham Road, Isleworth at 7.45pm. Informal meeting with buffet supper and guest Desmond Lewis, FPS.

### Advance Information

**Which Computer? Show.** NEC, Birmingham, Tuesday, January 14 to Friday, January 17, 1986. Over 400 of the world's leading computer companies will be there, some launching new products. Tickets and further information from Chris Corfield, Infopress Ltd, 2/3 Salisbury Court, Fleet Street, London (tel 01-353 2320).

**South East England Region, Pharmaceutical Society.** Continuing education. PGMC, Brighton General Hospital, Elm Grove, Brighton, every Wednesday for five weeks beginning January 29, at 8pm. "Genito-urinary tract problems." Medical centre, Lewisham Hospital, High Street, Lewisham, every Monday for four weeks starting February 24, at 8pm. "Paediatrics."

PGMC, Medway Hospital, Windmill Road, Gillingham, three lectures, fortnightly Mondays beginning January 27, at 8pm. "Eye and ENT problems."

PGMC, Kent and Canterbury Hospital, Ethelbert Road, Canterbury, every Monday for four weeks starting March 3, at 8pm. "Gastrointestinal disorders and their treatment."

PGMC, Kent and Sussex Hospital, Mount Ephraim, Tunbridge Wells, every Wednesday for five weeks beginning April 9, at 8pm. "Respiratory tract diseases and treatment."

**European Society of Clinical Pharmacy.** International symposium on management of clinical pharmacy services, Barcelona, Spain on Wednesday, April 9 to Friday, April 11, 1986. Registration details from Dr Joaquín Bonal, Hospital de la Sta. Cruz Y San Pablo, Servicio de Farmacia, Avda. San Antonio Ma. Claret 167, Barcelona 13, Spain. Further information from Mr A.T. Shafford, UK Secretary to the ESCP (tel 0708 46090 ext 3320).

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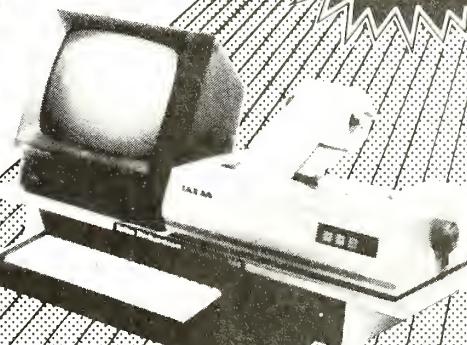
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## Obituary: C.G. Drummond...

*Mr John Grosset, a former community pharmacist in Edinburgh and a past Pharmaceutical Society Council member, writes:* Charles Drummond was one of the outstanding pharmacists of this century. His achievement for our profession was impressive, spanning over forty years, from when he was first elected to serve Scottish pharmacy, until he retired in 1984 from the Statutory Committee — after a unique twenty-five years' service. He served as chairman of the "Scottish Department" from 1947-49 and was a member of the Scottish NHS Negotiating Committee before and after 1948.

He was a visionary, in that he proposed then that the NHS contract should be between the pharmacist and the government but, alas, there was no seconder to this proposal. He was a man of great culture, which was evident to those of us privileged to meet and work with him. He had a deep interest in the history of pharmacy and of medicine. His outstanding contribution to the history of pharmacy is recorded in his three superb lectures. "Pharmacy and Medicine in Old Edinburgh", "Pharmacy in Georgian Edinburgh" and lastly, "Pharmacy in Victorian Edinburgh." He contributed a number of papers to the Scottish Society of the History of Medicine of which he was a member, and was honoured by being elected president.

Professor Norman Dutt of Edinburgh, in a wonderful vote of thanks after the Georgian lecture said: "Mr Drummond displays a curiously acrobatic accomplishment in walking backward through the centuries of Edinburgh. His sympathetic eyes and ears, his humane understanding, his exalted and industrious scholarship, his peculiar genius, make these things possible for him. We are grateful for Mr Drummond's gift of taking us with him on his journey and on so distilling, composing and sublimating his materials, labelling his recipes with a charm that is truly supernatural. It has been thrilling to accompany him as humble companion on his journey in time and space, with generous opportunity to obtain glimpses through his special lenses; to hear the sounds of bygone days through his attuned earphones; to feel the touch, even to savour the smells of aromatic blends of home and streets at his magical bidding."



Two pharmacists outside Buckingham Palace last week after their investiture. Both were honoured for services to the pharmaceutical industry. Ron Wing, (left), chairman, Sanofi, and president of the Association of the British Pharmaceutical Industry 1983-85, received his CBE. W. Gordon Whittington, general manager, Miles Laboratories (Bridgend) received his MBE.

## ...former Xrayser

*Arthur Wright, former Editor of Chemist & Druggist writes:* Soon after joining C&D Owen Waller asked me to go to a meeting at 36 York Place where for the first time I met Charles Drummond, who earlier had adopted the mantle of Xrayser. He treated me with extreme kindness and, after the meeting, entertained and introduced me to some of his family before ensuring I was safely on the "sleeper" around midnight with all the background information I needed for my "copy".

As the years progressed we cemented our relationship and his unfailing courtesy and helpfulness never waned.

Contributing to the Xrayser column was to him an important responsibility. He accepted and met the restrictions imposed by a rigid production time table and the limitation of space. Above all, his commentary was the outcome of a studious appraisal of the pharmaceutical scene from his community pharmacy background. There was nothing slipshod about his writing. His erudition and integrity was immediately apparent to readers. The column was probably the most quoted in pharmaceutical/political circles. He got to know the staff and took a serious interest in the production of C&D. He realised the extra load that special issues, budget changes and the Price List placed on the staff and generously mentioned them from time to time.

I recall there were times when he did not altogether approve of the previous week's editorial and took the opportunity

of saying so. Nevertheless, he always appreciated that he was allowed to write freely on his chosen topics and the Editor had a similar right. It did not effect our friendship. In addition to his weekly column he also contributed a number of articles on his research in the history of pharmacy and, when economics prevented continuation of the C&D annual special issues he, like many others, strongly expressed his disappointment. But Charles Drummond was not only a commentator: he was an active individual in the pharmaceutical politics of Scotland — and the North East — and his stature among fellow professions was reflected by his long service to the Statutory Committee of the Pharmaceutical Society and the resulting award of the Society's Charter silver medal. Along with members of his family, to whom goes our sympathy, there are many who mourn his passing. In doing so we recall, at the same time, a friend and the abundance of pleasure and erudition he dispensed over the years.

## New Glaxo chairman

**Paul Girolami has taken office as chairman of Glaxo Holdings.**

He takes up the post following the retirement of Sir Austin Bide at the company's annual meeting on December 9. Mr Girolami will also continue his role as chief executive until February 1 1986, when he will be succeeded by the deputy chief executive, Bernard Taylor.

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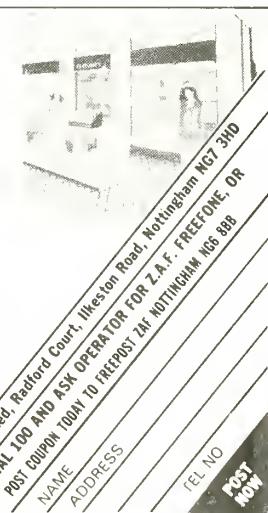
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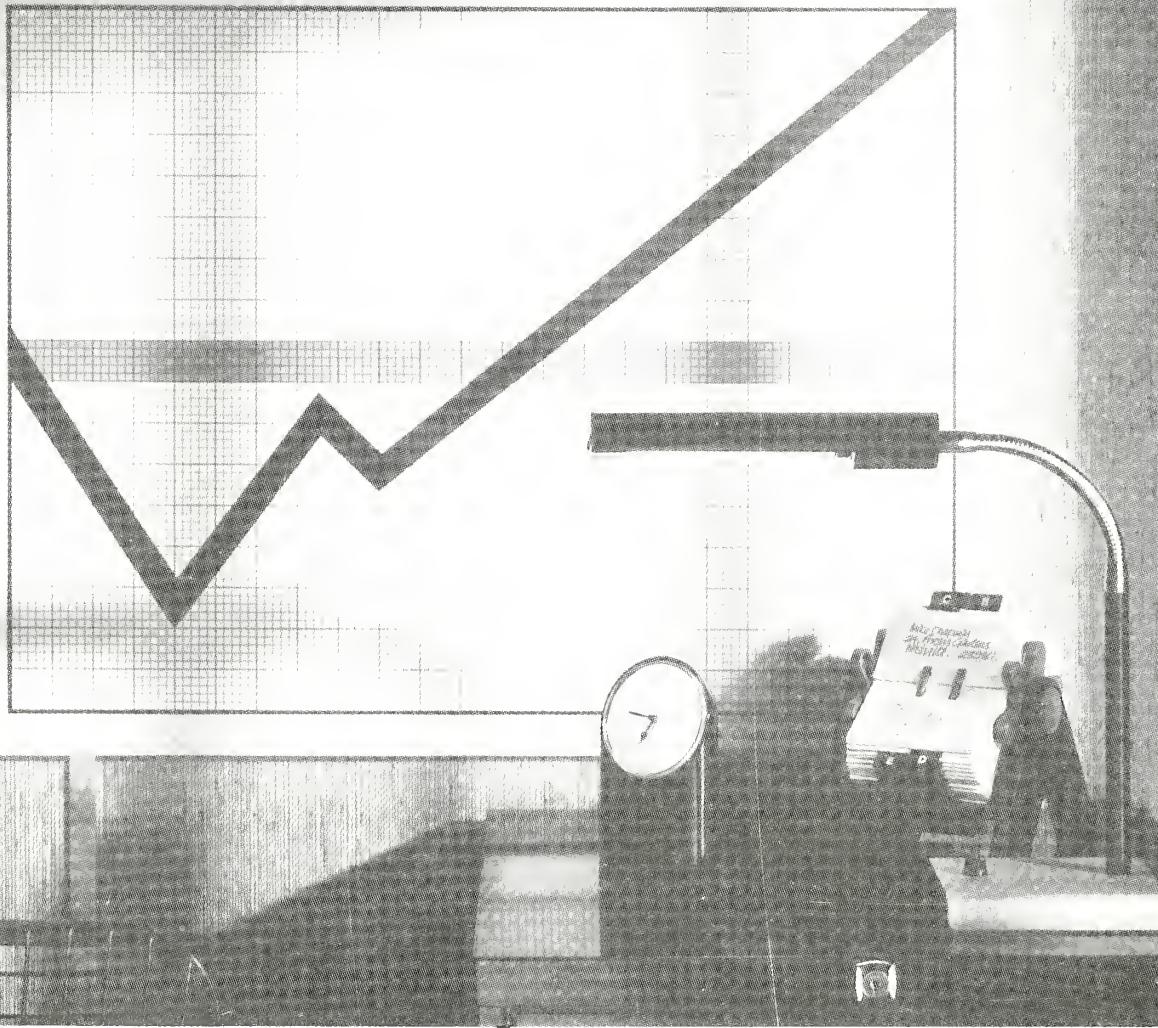
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